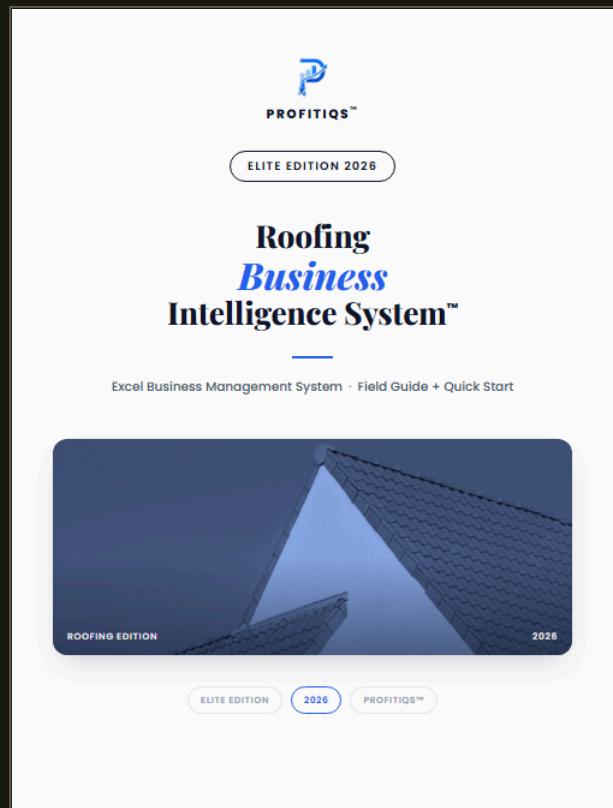




PROFITIQS

AFFILIATE MARKETING KIT · 2026

Roofing Business Intelligence System



What's Inside This Kit

Everything you need to promote Roofing 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 COSTING CENTER									
Job #	Contract	Material Cost	Labor Cost	Equipment	Fuel Cost	Overhead	Gross Profit	Margin %	
J0101	\$127,410	\$30,267	\$22,028	\$1,842	\$2,073	\$10,193	\$29,017	22.8%	
J0102	\$61,860	\$20,478	\$17,732	\$1,776	\$943	\$4,168	\$15,113	24.4%	
J0103	\$26,510	\$9,606	\$6,001	\$798	\$367	\$2,121	\$7,117	26.8%	
J0104	\$128,860	\$49,776	\$23,936	\$2,889	\$1,646	\$10,746	\$11,407	8.9%	
J0105	\$118,930	\$46,951	\$28,627	\$2,849	\$1,521	\$9,514	\$11,788	9.9%	
J0106	\$18,810	\$7,377	\$4,209	\$634	\$266	\$1,605	\$4,798	25.5%	
J0107	\$29,660	\$11,078	\$6,698	\$939	\$918	\$2,372	\$7,983	26.9%	
J0108	\$97,280	\$33,064	\$23,613	\$2,462	\$1,477	\$7,365	\$22,133	22.7%	
J0109	\$61,860	\$19,837	\$12,003	\$1,898	\$676	\$4,148	\$14,489	23.4%	
J0110	\$16,360	\$7,469	\$4,698	\$933	\$279	\$1,646	\$4,211	25.7%	
J0111	\$66,530	\$21,182	\$12,896	\$1,258	\$626	\$4,462	\$15,128	22.7%	
J0112	\$64,420	\$8,786	\$6,191	\$793	\$713	\$1,922	\$8,991	13.9%	
J0113	\$83,880	\$23,296	\$14,819	\$1,389	\$1,434	\$5,999	\$18,066	21.6%	
J0114	\$22,890	\$46,516	\$27,095	\$3,697	\$1,802	\$9,847	\$33,133	27.2%	
J0115	\$23,710	\$9,123	\$5,371	\$584	\$322	\$1,887	\$6,451	27.2%	
J0116	\$14,520	\$5,916	\$3,099	\$811	\$184	\$1,162	\$3,217	22.2%	
J0117	\$89,380	\$32,841	\$24,741	\$2,887	\$1,487	\$7,769	\$22,884	25.6%	
J0118	\$16,160	\$6,641	\$4,569	\$545	\$196	\$1,453	\$6,165	38.0%	
J0119	\$16,680	\$6,420	\$4,098	\$342	\$234	\$1,329	\$3,816	22.8%	
J0120	\$16,410	\$6,080	\$4,267	\$453	\$258	\$1,313	\$4,043	24.6%	
J0121	\$46,230	\$17,187	\$10,303	\$1,174	\$697	\$3,898	\$12,191	26.2%	
J0122	\$16,880	\$9,466	\$4,730	\$433	\$249	\$1,363	\$1,647	9.8%	1
J0123	\$26,660	\$12,121	\$7,278	\$883	\$456	\$1,123	\$2,999	11.2%	2
J0124	\$23,720	\$9,165	\$6,791	\$713	\$382	\$1,898	\$6,811	28.7%	
J0125	\$18,170	\$8,722	\$4,108	\$621	\$293	\$1,654	\$4,988	27.4%	
J0126	\$15,020	\$6,811	\$3,891	\$482	\$265	\$1,202	\$3,068	20.4%	
J0127	\$18,310	\$45,225	\$28,127	\$2,378	\$1,191	\$9,660	\$29,824	26.7%	
J0128	\$26,920	\$11,603	\$8,877	\$714	\$419	\$2,246	\$7,733	28.7%	
J0129	\$168,630	\$44,176	\$26,003	\$3,789	\$1,271	\$8,699	\$34,121	20.2%	
J0130	\$46,360	\$16,106	\$9,969	\$1,139	\$683	\$3,626	\$12,779	27.4%	
J0131	\$22,480	\$8,152	\$5,649	\$650	\$258	\$1,792	\$6,988	30.9%	
J0132	\$18,880	\$7,026	\$4,803	\$918	\$243	\$1,519	\$4,792	25.4%	
J0133	\$22,310	\$9,260	\$5,688	\$723	\$384	\$1,965	\$6,480	29.0%	
J0134	\$26,410	\$9,361	\$6,263	\$626	\$360	\$1,941	\$6,176	23.4%	
J0135	\$21,540	\$9,234	\$5,952	\$787	\$402	\$1,983	\$6,162	28.6%	
J0136	\$16,960	\$8,844	\$4,688	\$337	\$240	\$1,512	\$4,988	29.4%	
J0137	\$16,870	\$6,367	\$3,895	\$484	\$164	\$1,270	\$3,778	22.4%	
J0138	\$16,190	\$11,864	\$7,262	\$716	\$438	\$2,416	\$7,143	23.7%	
J0139	\$21,770	\$8,364	\$4,987	\$537	\$337	\$1,742	\$6,883	31.6%	
J0140	\$18,220	\$9,226	\$5,438	\$664	\$213	\$1,408	\$1,121	6.2%	3
J0141	\$26,780	\$10,668	\$7,363	\$883	\$446	\$2,363	\$7,191	26.9%	
J0142	\$25,680	\$10,482	\$6,915	\$629	\$424	\$2,083	\$6,077	23.7%	
J0143	\$18,730	\$7,081	\$4,362	\$476	\$220	\$1,498	\$4,883	26.1%	
J0144	\$16,910	\$6,186	\$4,083	\$474	\$340	\$1,353	\$4,054	23.9%	
J0145	\$20,980	\$11,455	\$7,403	\$713	\$613	\$2,407	\$7,480	35.6%	
J0146	\$27,120	\$29,002	\$16,718	\$1,848	\$814	\$5,778	\$17,984	24.9%	
J0147	\$27,810	\$16,410	\$6,298	\$881	\$423	\$2,228	\$7,488	26.9%	
J0148	\$189,480	\$39,667	\$26,661	\$2,873	\$1,106	\$8,768	\$36,421	19.2%	
J0149	\$161,640	\$42,441	\$28,388	\$2,132	\$1,861	\$9,683	\$23,038	14.3%	
J0150	\$61,360	\$24,660	\$16,582	\$1,572	\$1,664	\$5,224	\$16,358	26.7%	
PORTFOLIO METRICS									
Total Job Revenue		\$2,291,620							
Total Job Cost		\$1,172,222							
Total Gross Profit		\$1,019,398							
Portfolio Margin %		44.5%							
High-Margin Jobs (>20%)		47							
Low-Margin Jobs (<10%)		3							
Loss-Making Jobs		0							

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.

Roofing — 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: Roofing 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 — 28 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/roofing>

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

Edition	Digistore24 product ID	Checkout URL
Essential	727326	https://www.checkout-ds24.com/product/727326
Elite	727136	https://www.checkout-ds24.com/product/727136
Complete	726936	https://www.checkout-ds24.com/product/726936

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

Roofing contractors tracking job costs, crews, and materials..

Buyer profiles (HYPOTHESIS)

The owner-operator roofer. Still runs the ladder most days, bids jobs from experience and does the books after dark.

The multi-crew roofing company. Runs several crews across job sites and needs to see which crew produces the most profitable work.

The insurance-restoration contractor. Works storm and insurance-claim jobs and needs to track collections that can take months longer than cash jobs.

The office manager. Handles estimates, job costs and receivables and wants a clear monthly picture of the business.

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.

- **Bids that miss the real cost.** Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even.
- **Leads that never become estimates.** A lead that never turns into a written estimate is marketing spend with nothing to show for it.
- **Crew output across job sites is a guess.** Running several crews on several roofs at once makes it hard to see which crew finishes faster and costs less per job.
- **Insurance claims that collect slowly.** Insurance-claim and financed jobs can sit in receivables for months while an adjuster or lender processes the payout.
- **Weather-driven revenue swings.** A strong roofing season can mask a slow one, and revenue that swings with the weather is easy to misread month to month.
- **Tax-time paperwork.** Material receipts, crew payroll and permit costs end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See which jobs and bids are actually profitable
- Compare crews on real output across job sites
- Collect on insurance and financed jobs faster
- Keep materials and labor costs under control
- Be organized for the accountant

Why someone might consider a business intelligence system

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

Key numbers this audience cares about (educational)

- **Job margin:** What a job keeps after materials, labor and crew costs.
- **Bid accuracy:** How close the estimated cost came to what the job actually cost.
- **Lead conversion:** The share of leads that become signed estimates.
- **AR aging:** Unpaid invoices and insurance claims grouped by how long they have been outstanding.
- **Crew performance:** How much revenue and margin each crew produces across its job sites.
- **Cash flow:** Money in and out each month, which can lag profit when insurance claims take months to pay.

Common objections

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

- "My roofing software already tracks bids and jobs."
- "I am not an Excel person."
- "I run one crew. I am too small for this."
- "Which edition do I need?"
- "Will it make my bids more accurate?"
- "Does it build estimates or handle insurance claims?"
- "Is it a subscription?"

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

- Hypothetical: a contractor opens Job Costing mid-project and sees material costs on a tear-off running ahead of the bid before the final invoice goes out.
- Hypothetical: an owner checks AR Aging and finds an insurance-claim job sitting past 60 days, then follows up with the adjuster before the next payroll.

Roofing — 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: Roofing Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 9 sheets	Elite — 28 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)	Roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot.	Roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking.	Roofers 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, 28)

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

- 04 – Lead Tracker
- 05 – Estimate Center
- 06 – Job Management
- 07 – Job Costing
- 08 – Revenue Tracker
- 09 – Expense Tracker
- 10 – Customer Database
- 11 – AR Aging
- 12 – Cash Flow Center
- 13 – Crew Performance
- 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
- Tax Rate Reference
- 25 – Glossary
- 26 – Changelog
- 27 – 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/726936>).
- 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".

Roofing — 30 Short-Form Video Hooks

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

#	Angle	Hook	Suggested visual
1	Problem and solution	The bid looked fine. Then the materials landed on the job site.	Talking head, then cut to the dashboard
2	Problem and solution	A lead that never becomes an estimate is marketing money already spent.	Talking head, then cut to the dashboard
3	Problem and solution	Two crews, same hours, different margin. Do you know why?	Talking head, then cut to the dashboard
4	Problem and solution	An insurance claim sitting at 90 days is still your payroll due this week.	Talking head, then cut to the dashboard
5	Industry mistake	Roofing business money mistake: bidding from memory instead of checking the last job like this one.	Talking head with on-screen text
6	Industry mistake	Letting a lead go cold before it becomes an estimate is an easy habit to fall into.	Talking head with on-screen text
7	Industry mistake	Judging a crew by how busy it looks instead of what it bills is a common trap.	Talking head with on-screen text
8	Industry mistake	Treating an insurance-claim job like a cash job on your cash-flow plan will catch up with you.	Talking head with on-screen text
9	Operational inefficiency	Measurements in one app, materials on a receipt, margin nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare crews across job sites, you are managing by feel.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Job costing after the roof is already paid for is too late to change anything.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the roofing business books after a day on the roof? Watch this.	Relatable POV clip
13	Owner frustration	Booked solid all season and still not sure which jobs actually paid?	Relatable POV clip
14	Owner frustration	Your accountant asked for costs by job. You have a glovebox of receipts.	Relatable POV clip
15	Curiosity	What does a whole roofing business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 27-sheet Excel system built just for roofing contractors. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every roofing contractor should check before the next bid.	Screen recording reveal
18	Educational	Bid vs actual: the gap that decides whether a roofing job paid.	Whiteboard or on-screen definition
19	Educational	AR aging explained for roofing contractors, including insurance claims, in 30 seconds.	Whiteboard or on-screen definition
20	Educational	Lead conversion: the number behind a schedule that looks full.	Whiteboard or on-screen definition
21	Educational	Why insurance-claim jobs need their own place on your cash-flow plan.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Roofing Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a job and see job costing update against the bid.	Screen recording of the sample workbook
24	Product demonstration	This is what crew performance looks like when it is built for roofing contractors.	Screen recording of the sample workbook
25	Product demonstration	AR Aging: one sheet that shows who owes you, including insurance claims, and for how long.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your roofing business.	Split screen of the editions
27	Comparison and decision	Estimating 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 run one crew. I am too small for this." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not make your bids win. Here is what it will do.	Talking head, objection as on-screen text

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

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The owner-operator roofer **Length:** about 34 seconds

1. Opening hook (0–3s): The bid looked fine. Then the materials landed on the job site.

2. Spoken narration: Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even. The Roofing Business Intelligence System™ puts the numbers on one screen. This is the 02 – Executive Dashboard with sample data. Revenue, job margin, AR and cash position are on the first screen.

3. On-screen text:

- Bids that miss the real cost
- Your roofing business on one screen
- Roofing 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:** Roofing contractors **Length:** about 33 seconds

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

2. Spoken narration: One: bidding from memory without checking past job costs. Two: letting leads go cold before they become estimates. Three: judging crews on how busy they look instead of what they bill. 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: Bidding from memory without checking past job costs
- Mistake 2: Letting leads go cold before they become estimates
- Mistake 3: Judging crews on how busy they look instead of what they bill

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 3: What is job margin?

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

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

2. Spoken narration: What a job keeps after materials, labor and crew costs. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Job margin
- Simple definition
- Check yours monthly

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Roofing contractors **Length:** about 32 seconds

1. Opening hook (0–3s): I opened a 27-sheet Excel system built just for roofing contractors. Here is what is inside.

2. Spoken narration: This is the Roofing Business Intelligence System™. The Elite edition has 28 sheets. Here is 05 – Estimate Center. Estimates are built job by job before they become signed contracts. And this is 07 – Job Costing. Each job is tracked against its bid as materials and labor land.

3. On-screen text:

- From measurement to bid
- What a roof actually cost

4. Visuals / screen recording: Screen recording: 05 – Estimate Center, then 07 – Job Costing

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 roofer **Length:** about 29 seconds

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

2. Spoken narration: Material receipts, crew payroll and permit 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 33 seconds

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

2. Spoken narration: Essential is \$97: roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite is \$197: roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking. Complete, \$249, gives you both.

3. On-screen text:

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

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 7: Answering the objection

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

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

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

3. On-screen text:

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

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Script 8: What you actually get

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

1. Opening hook (0–3s): Here is exactly what is in the Roofing 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 28. 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 insurance-restoration contractor **Length:** about 29 seconds

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

2. Spoken narration: Open the dashboard. Check job margin and bid accuracy. Then open 13 – Crew Performance. Each crew's jobs, hours and margin are laid out side by side. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Job margin
- Check 13 – Crew Performance
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 13 – Crew 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:

- 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:** Roofing contractors **Length:** about 28 seconds

1. Opening hook (0–3s): There is one number every roofing contractor should check before the next bid.

2. Spoken narration: It is lead conversion. The share of leads that become signed estimates. In the Roofing Business Intelligence System™, 11 – AR Aging is where you see it alongside the rest of the business.

3. On-screen text:

- Lead conversion
- Who owes you, and how long

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

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

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

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

Roofing — Social Media Copy

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

10 social captions

1. Instagram

The bid looked fine. Then the materials landed on the job site.

Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even.

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

#ad -- affiliate link

#roofing #roofingcontractor #roofingbusiness #roofer #roofingcompany #contractorlife

2. Instagram

What does a whole roofing 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

#roofing #roofingcontractor #roofingbusiness #roofer #roofingcompany #contractorlife

3. TikTok

Roofing business money mistake: bidding from memory instead of checking the last job like this one. #ad -- affiliate link #roofing #roofingcontractor #roofingbusiness #roofer #roofingcompany #contractorlife

4. TikTok

Bid vs actual: the gap that decides whether a roofing job paid. Full breakdown in the video. #ad -- affiliate link #roofing #roofingcontractor #roofingbusiness #roofer #roofingcompany #contractorlife

5. Facebook

Two crews, same hours, different margin. Do you know why?

A lead that never turns into a written estimate is marketing spend with nothing to show for it.

If you run a roofing business, the Roofing 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 roofing contractors: job margin -- do you know yours?

What a job keeps after materials, labor and crew costs.

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 lead that never becomes an estimate is marketing money already spent.

A strong roofing season can mask a slow one, and revenue that swings with the weather is easy to misread month to month.

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

1. Job margin
2. Bid accuracy
3. Lead conversion

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

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

9. X / Threads

Measurements in one app, materials on a receipt, 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 roofing business.

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

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

10 short promotional posts

1. An insurance claim sitting at 90 days is still your payroll due this week. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting a lead go cold before it becomes an estimate is an easy habit to fall into. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Judging a crew by how busy it looks instead of what it bills is a common trap. [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare crews across job sites, you are managing by feel. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Booked solid all season and still not sure which jobs actually paid? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for costs by job. You have a glovebox of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. AR aging explained for roofing contractors, including insurance claims, in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Lead conversion: the number behind a schedule that looks full. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Why insurance-claim jobs need their own place on your cash-flow plan. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Estimating 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 Roofing 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 roofing contractors — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Job margin explained** — Define job margin in plain English (What a job keeps after materials, labor and crew costs.) and show where it appears in the sample workbook.
2. **Bid accuracy explained** — Define bid accuracy in plain English (How close the estimated cost came to what the job actually cost.) and show where it appears in the sample workbook.
3. **Lead conversion explained** — Define lead conversion in plain English (The share of leads that become signed estimates.) and show where it appears in the sample workbook.
4. **Mistake: Treating insurance-claim jobs like cash jobs for cash-flow purposes** — 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 roofing contractors make

- **Slide 1:** 5 money mistakes roofing contractors make
- **Slide 2:** Bidding from memory without checking past job costs
- **Slide 3:** Letting leads go cold before they become estimates
- **Slide 4:** Judging crews on how busy they look instead of what they bill
- **Slide 5:** Treating insurance-claim jobs like cash jobs for cash-flow purposes
- **Slide 6:** Letting materials get bought without tracking them to a job
- **Slide 7:** See them all in one place -> Roofing Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a roofing business

- **Slide 1:** The numbers behind a roofing business
- **Slide 2:** Job margin: What a job keeps after materials, labor and crew costs.
- **Slide 3:** Bid accuracy: How close the estimated cost came to what the job actually cost.
- **Slide 4:** Lead conversion: The share of leads that become signed estimates.
- **Slide 5:** AR aging: Unpaid invoices and insurance claims grouped by how long they have been outstanding.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Slide 3:** Elite — \$197: Roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking.
- **Slide 4:** Complete — \$249: Roofers 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 Roofing Business Intelligence System™
- **Slide 2:** 02 – Executive Dashboard: Your roofing business on one screen
- **Slide 3:** 05 – Estimate Center: From measurement to bid
- **Slide 4:** 07 – Job Costing: What a roof actually cost
- **Slide 5:** 11 – AR Aging: Who owes you, and how long
- **Slide 6:** 13 – Crew Performance: Crews compared on real output
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My roofing software already tracks bids and jobs." -> Roofing production software builds the estimate and schedules the crew. This workbook is the owner's view of job costing, crew performance, AR aging, cash flow and tax set-aside. If your software already shows that...
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I run one crew. I am too small for this." -> Essential is built for the core numbers: job revenue, expenses, a dashboard, a health snapshot and tax set-aside. Elite is for owners managing crews and job sites.
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers job revenue entry, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (27 sheets) adds leads, estimates, job management, job costing, AR aging, crew performance...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. The bid looked fine. Then the materials landed on the job site.
2. A lead that never becomes an estimate is marketing money already spent.
3. What does a whole roofing business look like on one screen?
4. I opened a 27-sheet Excel system built just for roofing contractors. Here is what is inside.
5. Bid vs actual: the gap that decides whether a roofing job paid.
6. AR aging explained for roofing contractors, including insurance claims, in 30 seconds.

7. Here is the Executive Dashboard in the Roofing Business Intelligence System.
8. Watch me log a job and see job costing update against the bid.
9. Essential or Elite? How to pick the right edition for your roofing business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even. The Roofing Business Intelligence System(TM) is a downloadable Excel system for roofing 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.

#roofing #roofingcontractor #roofingbusiness #roofer #roofingcompany #contractorlife

Description template B:

A look inside the Roofing 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.

Roofing — 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: Roofing contractors on your list who have not bought anything yet

Subject line: Bids that miss the real cost? **Preview text:** Why a busy roofing business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even.

A lead that never turns into a written estimate is marketing spend with nothing to show for it.

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

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

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The job margin

question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any roofing business: job margin.

What a job keeps after materials, labor and crew costs.

Two more worth adding to your monthly check:

- Bid accuracy: How close the estimated cost came to what the job actually cost.
- Lead conversion: The share of leads that become signed estimates.

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 roofing 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 Roofing Business Intelligence System(TM).

It is a downloadable Excel workbook built for roofing 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 margin, AR and cash position are on the first screen.
- 05 - Estimate Center: Estimates are built job by job before they become signed contracts.
- 07 - Job Costing: Each job is tracked against its bid as materials and labor land.
- 11 - AR Aging: Unpaid invoices and insurance claims are grouped by how long they have been outstanding.

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

[YOUR NAME]

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

Email 4: Tier comparison

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

Hi [FIRST NAME],

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

- **Essential -- \$97** (9 sheets): Roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Elite -- \$197** (28 sheets): Roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: Do you run one crew or several?

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 Roofing Business Intelligence System(TM) after this. Two honest answers before I do:

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

"Will it make my bids more accurate?" No tool can promise that. It shows what a job actually cost against what it was bid, so you can price the next one with real numbers.

If it fits how you run your roofing 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.

Roofing — Static Graphics (rendered + briefs)

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

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

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	The bid looked fine. Then the materials landed on the job site.	Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Roofing Business Intelligence System™	Excel business system for roofing contractors · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is job margin?	What a job keeps after materials, labor and crew costs.	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 roofing business look like on one screen?	Roofing 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 Roofing system	02 - Executive Dashboard · 05 - Estimate Center · 07 - Job Costing · 11 - AR Aging	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Roofing Business Intelligence System™	Bids that miss the real cost	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Bid vs actual: the gap that decides whether a roofing job paid.	Roofing	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: Roofing 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 28 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.

Roofing — 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 roofer:** Still runs the ladder most days, bids jobs from experience and does the books after dark.
- **The multi-crew roofing company:** Runs several crews across job sites and needs to see which crew produces the most profitable work.
- **The insurance-restoration contractor:** Works storm and insurance-claim jobs and needs to track collections that can take months longer than cash jobs.
- **The office manager:** Handles estimates, job costs and receivables and wants a clear monthly picture of the business.

Common objections and honest responses

"My roofing software already tracks bids and jobs." Roofing production software builds the estimate and schedules the crew. This workbook is the owner's view of job costing, crew performance, AR aging, cash flow and tax set-aside. If your software already shows that, you may not need it.

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

"I run one crew. I am too small for this." Essential is built for the core numbers: job revenue, expenses, a dashboard, a health snapshot and tax set-aside. Elite is for owners managing crews and job sites.

"Which edition do I need?" Essential (9 sheets) covers job revenue entry, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (27 sheets) adds leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking.

"Will it make my bids more accurate?" No tool can promise that. It shows what a job actually cost against what it was bid, so you can price the next one with real numbers.

"Does it build estimates or handle insurance claims?" No. It is an analysis workbook, not estimating or claims-management software.

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

Questions to answer before recommending an edition

- Do you run one crew or several?
- Do you track leads through to signed estimates?

- How much of your work is insurance or financed?
- Is receivables aging a concern?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot.
- **Elite:** Roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking.
- **Complete:** Roofers who want both editions in one package.

When the product is probably not a good fit

- Roofers without desktop Microsoft Excel
- Anyone needing estimating, scheduling or claims-management software
- Large firms requiring multi-user, real-time job reporting
- Owners who will not log jobs and costs regularly

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

Roofing — Pre-Publication Checklist

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

Product accuracy

- ☐ Product name written exactly as **Roofing 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 Roofing product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726936>)

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

Roofing — 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) -- 24/27:

Bids that miss the real...

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

Bids that miss the real cost

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 121/125:

Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 311 chars:

Material and labor costs that land after the estimate can turn a bid that looked fine into a job that barely breaks even. The Roofing Business Intelligence System(TM) is a downloadable Excel system for roofing 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) -- 14/27:

Roofing System

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

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 257 chars:

The Roofing Business Intelligence System(TM) is a downloadable Excel workbook built for roofing 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) -- 383 chars:

Essential (\$97): Roofers who want job revenue, expenses, tax and deductions, a dashboard and a business health snapshot. Elite (\$197): Roofers who also want leads, estimates, job management, job costing, AR aging, crew performance, cash flow, forecasting and benchmarking. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

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

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 10/27:

Job margin

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 116/125:

What a job keeps after materials, labor and crew costs. The Roofing Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 189 chars:

Job margin: What a job keeps after materials, labor and crew costs. You can work it out by hand, or let the Roofing 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) -- 11/27:

For Roofing

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

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 245 chars:

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

Roofing — 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 roofing 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, roofing
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 roofing 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 roofing 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 roofing contractors.

Bidding from memory without checking past job costs.

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

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

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, roofing

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 roofing contractors tell me something like this: "My roofing software already tracks bids and jobs."

Here is the honest answer. Roofing production software builds the estimate and schedules the crew. This workbook is the owner's view of job costing, crew performance, AR aging, cash flow and tax set-aside. If your software already shows 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 roofing contractor opens their numbers for the first time in months. The roofing business is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like bids that miss the real cost.

That is really all this is for. A simple way to see what is REALLY happening in your roofing 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 roofing contractors. You enter your numbers, it shows you your profit, your biggest costs, and leads that never become estimates.

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

Roofing 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 roofing 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.