Is There a Plumber in the House?

By Caroline Jordan, MBA

I don't know about you but I get really frustrated when I have to deal with anyone in the plumbing, heating, or electrical field. For the most part, the service is horrible, the contractors are unreliable, and the lack of professionalism is rampant.

Case in point, we've been working on adding a new bathroom at our house. We had a plumber all lined up to do the work. When we were ready for him, we gave him a call only to be told he didn't have time to do the work. If he had told us that a month before we might have had a chance to line someone else up to do the work. So instead of a bathroom, we had a real nice porch. Fortunately, we were able to find someone else to help us out and the construction project is moving along.

Imagine my delight when I saw this press release containing the following information:

Hub Plumbing and Mechanical in Boston has initiated a program called "Red Carpet Service". Get this…the technician shows up at your house or business and literally rolls out the red carpet to protect your floors. They wear boot covers, have badges for security, and they actually arrive ON TIME dressed in clean red uniforms.

When you call their offices for an emergency, their phone is answered by a customer service representative who actually works for the company—not an answering service that just takes a message. The customer service rep can dispatch a technician immediately in case of an emergency.

The company also offers consistent pricing for everyone—no extra charges because you live in a fancy house.

I don't know who the genius was who wrote this press release but it is masterful. It does exactly what you want a press release to do:

*It is newsworthy—the customer service bar is set very low in the trades so a trade company that actually provides good service is, sadly enough, newsworthy.

*It shows why this company is different from its competitors.

*It tells exactly what problems the company solves—they assist "both residential and commercial customers with code violations, sewer/drain clogs, garbage disposals, water heaters…"

*They even specify where they work—Dorchester and Wellesley.

A masterful press release can be the key to great success for your business—as long as your company can live up to the expectations created!

Caroline Jordan, MBA, is a veteran small business owner, accountant, consultant, trainer, and author. She is the owner of The Jordan Result, a company specializing in developing real world, practical resources to help small business owners improve cash flow and business operations. Jordan is also an accounting and business professor and the author of "Stop the Cash Flow Roller Coaster, I Want to Get Off!" For more tips and strategies to build your business visit www.TheJordanResult.com.