

MILWOOD'S GROWTH NEWSLETTER

"The UK's No. 1
Provider of Outdoor
Living Solutions"

'Business Growth' News, Advice, Ideas and
Products for MILWOOD GROUP Trade Partners

WELCOME...

October 2019

Hello and welcome to the Halloween edition of the Milwood newsletter, can you believe how quickly it's come around again?

We are gearing up now for the winter run in but sales are still strong across the product range which is encouraging. This month we have some real treats to show you, and a few tricks!!

It has been a busy period for the Bioclimatic Pergola, one of our emerging top products in the range. Check out the truly stunning installation by Alfresco Living Hertfordshire this month which shows real design creativity by combining the Pergola structure with the new pool house extension to create one large space to enjoy the garden area in all weathers throughout the year.

Here in Kent we had the pleasure of hosting our Bioclimatic Pergola manufacturer, Solisysteme, to attend a new trade partners first installation. It was an opportunity to also invite our new trade partners TKE Landscaping down to attend the installation as they also have a system on order and for our new Milwood Installer Trainer, Phil Beard of BB Canopies, to meet with everyone. After a shaky start and some bad weather everyone got into the groove and the structure was ready for the electrician to wire up at the end of the day. Many thanks to all in attendance for your patience and great efforts on the day. Once the customer has chosen the floor tiles we can revisit this and show you

complete system with the glass sliding doors installed so be sure to look out for that. Once again our installation innovator over in Ireland, Roofit, have completed a complex job to show as an example of thinking outside the box to overcome site restrictions. The new Aluminium Goal Post that we launched a few months ago has really taken off and it was this profile that allowed this whole job to be achieved. Always make sure you are looking at ways to overcome issues or difficulties on site instead of immediately walking away from a job if it looks impossible. We are always happy to assist you with any questions and suggest proposals with you on site queries so don't be afraid to ask.

Also worth a look this month is the New Tricks article which shows some novel additions customers and trade partners have made to our canopy systems. Sometimes a little bit of creativity is all you need to provide a cost effective solution to enhance the user experience or aesthetics of our products.

Don't forget to study this months' marketing instalment from Leonardo Wood and put this advice into practice so you can keep your lead flow consistent into the quiet Christmas run in and run out.

Thank you again for all of your hard work and commitment and did you notice we haven't mentioned the "B" word at all? We don't need to as being a UK manufacturer, we're not affected by all of that noise around us. Until next time...



NEW TRICKS

We've had some interesting additions to our canopy structures sent in over the last couple of months that we thought are worth sharing with you, it may spark some creativity on your own installations.



This fantastic Simplicity 35 installation has benefitted from the customer putting up a small cross beam and attaching an outdoor screen on this side return. This gives the customer protection from the wind and light rain coming in from the exposed side of the canopy. When not in use it's simply retracted and tied back against the wall.



This novel idea of building a cladded box section at the back of the canopy to put in some LED spotlights was sent in recently by a trade partner who trained as an electrician. They wanted to put their own lighting idea into action on this job and we have to say it's come out great. They have also built in a gutter above the wall plate from the adjacent flat roof and built a hopper and downpipe behind the cladding as well. Very novel!!



When faced with a melee of pipework on the back of this house, our trade partner Roofit Ireland came up with a novel idea to hide all of this from view and create a more focused area for the canopy. By building a timber substructure around the internal perimeter of the canopy and then cladding in matching RAL 7016 Grey shiplap cladding, they have created a striking area for the customer to enjoy the outdoors.



FOR SALE:
www.outdoorglassrooms.co.uk
at £995.00 + VAT.

A BIO-DRAMATIC INSTALLATION!!

This stunning installation was completed by Alfresco Living Hertfordshire recently and all we can say is, WOW!!!

This is a really beautiful piece of design and the Bioclimatic Pergola has been crafted into the new pool house really well. There was a clever foresight to order an extra piece of the pergola ring beam to use as a fascia for the pool house so it gives the impression that it's a custom designed singular structure. Using a bespoke Reference pergola meant that the RAL 7037 colourway was a standard option and this was ideal as the windows and doors of the pool house were already specified in this colourway. It complements the oak cladding finish that has also been installed on the rear of the house.

The customer wanted a covered area that the family and guests could use to relax whilst using the swimming pool and also to use as a hub for barbeques when the weather isn't great. The Bioclimatic Pergola is the perfect choice as it provides that weather proof covering with the ability to then regulate the shade and heat when the weather is hot. Adding the LED spot lights and the outdoor heaters allow for making the area usable into the night and all round the year. The customer is delighted with the end result and it has really enhanced the look and feel of the property, everyone who sees it is very impressed.



GOAL-DEN INSTALLATION

Here is another fantastic installation by Roofit Ireland, this time demonstrating the flexibility that our new aluminium goal post provides. This was a particularly challenging site due to the restrictions of height and available fixing space on the summer house extension.

Adding a canopy to the smaller outbuilding was also a challenge as the customer wanted this to be connected to the main structure. By using the aluminium goal post and coming back over the roof, this allowed enough height for the smaller canopy to apex

down and create a cover for the walkway from the main house to the summer house. This smaller canopy was fixed to both buildings and a small off cut used to create mini posts for water drainage into the main roof gutter.

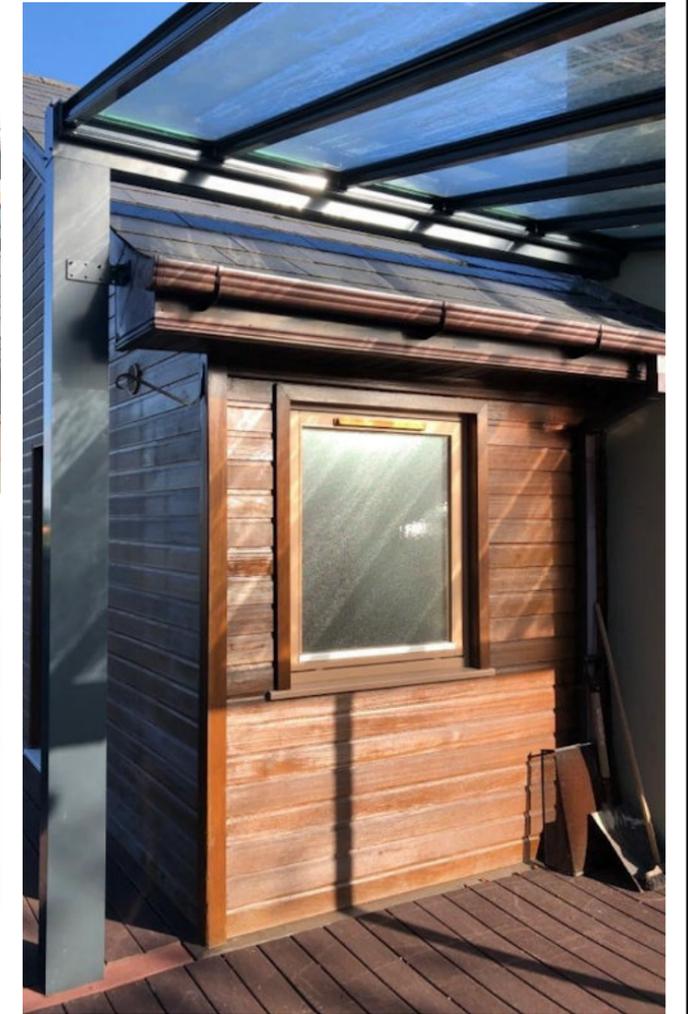
Some wizardry was performed on the solid polycarbonate cut outs around the chimney breast and additional aluminium plating to finish off the look was required. The goal post upright was bracketed against the summer house as an in ground fixing wasn't possible and a bespoke sleeve was

created on the main body of the house for the horizontal profile to fix into. The smaller lean to canopy was ordered unglazed and over size then installed so that the eaves gutters met exactly together and then the glass was ordered based on that dimensional position.

We have to say that this is a spectacular job and totally justifies adding the aluminium goal post to the range. Have you thought about a use for it on any of your projects? For more information contact sales@milwoodgroup.com.



GOAL-DEN INSTALLATION



SUNSHINE ON A RAINY DAY PART 1

We had the pleasure of Solisysteme attending a Bioclimatic installation this month to offer training and assistance. Also present were new trade partners TKE Landscaping who are awaiting their first Bioclimatic system and Philip Beard of BB Canopies who has taken the new position of Milwood Installation Trainer.

After a slower than anticipated start due to issues on the site, the project soon gained pace and the structure began to take shape. This was a particularly challenging job due to some profiles having to be mitre cut on site to accommodate the glass sliding doors which were to be

fitted at a later date. The system was an Essentials Basic S at 4515mm x 3600mm with a structure colour of RAL 7016 Grey and roof module colour of RAL 9010.

The customer wanted to keep the area fairly light thus having the blades in white instead of grey. As the daylight faded, the system was finally ready for wiring in of the LED spot lights. The customer still has to finalise the tile colour for the base but this will be done soon and once they are in place, the sliding doors can be installed and the system fully completed.

Join us next month hopefully for part 2 of this installation.....



Milwood's Marketing Matrix

"Your Sales Growth Visual Guide & Checklist"

Check a few items off the Matrix Checklist to make a few more sales... or check them all off to double your sales.
MMM articles written by Leonardo from GlazingGPS.com

DOMINATE GOOGLE FOR YOUR LOCAL AREA

On the back cover of this Newsletter I mention my recently launched SEO course, to help Milwood TPs get more customers online.

One of the challenges with SEO, is that it can be difficult to get on page 1 of Google for every Town and County you operate in, but if you can pull it off you'll receive a lot more enquiries and customers from a wider area.

Here's one way to pull that off...

Add Your Completed Jobs To Your Website!

Image below is an example of a Conservatory Installation added to my site as an SEO test.

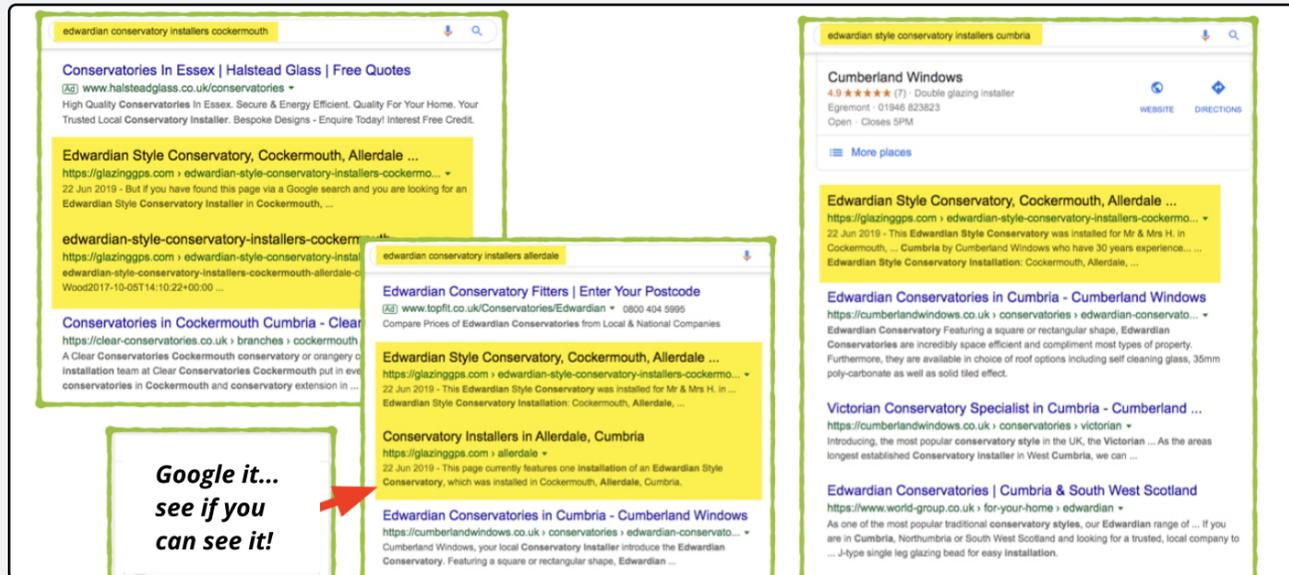
The Edwardian Style Conservatory was installed by Cumberland Windows in Cumbria.

I added the project to my website and optimised it for Google, using the process I outline in my Free SEO Videos (see over).

The content for this project contains the keywords: **edwardian conservatory** and the town, district and county it was installed in, which is **cockermouth, allerdale, cumbria**.

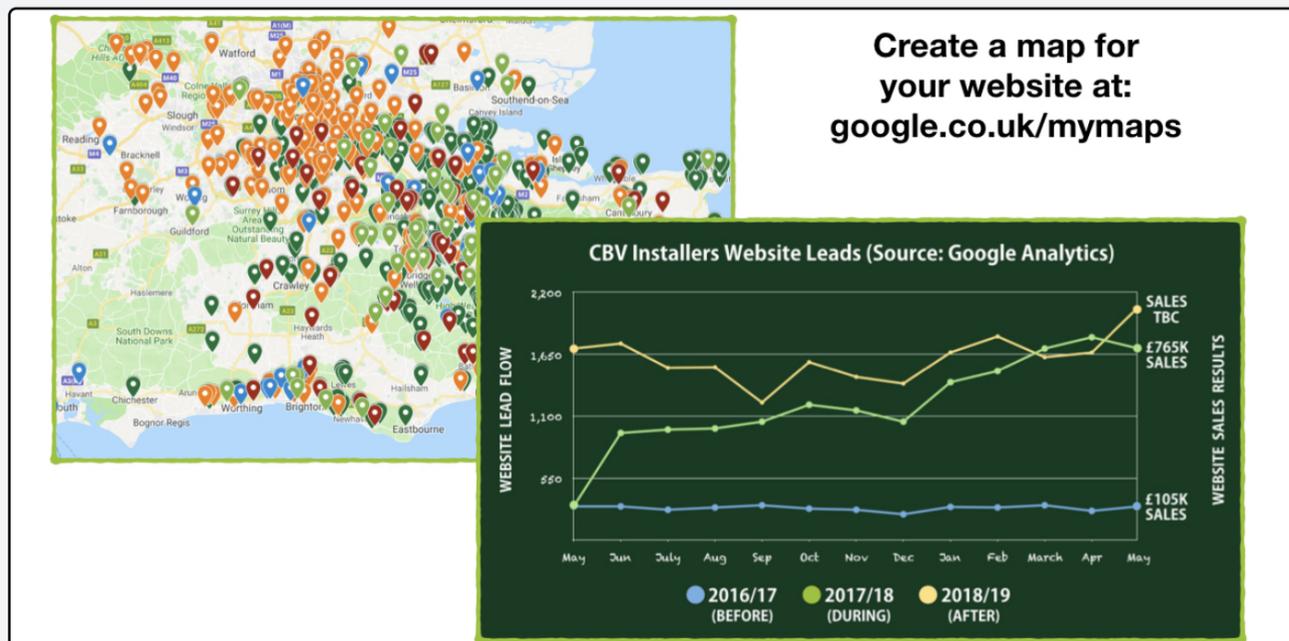
The Project on my website is at number 1 on Google above Cumberland Windows who installed it (the job is not on their website).

✓ Matrix Guide & Checklist at: MilwoodGroup.com/marketing



This one single page on my site is at the top of Google for the keywords shown and for dozens more, despite the fact that my company does not even sell conservatories.

- **edwardian conservatory installers cockermouth**
- **edwardian style conservatory installers allerdale**
- **anthracite grey conservatory installers near allerdale**
- **edwardian style conservatory installers west cumbria**
- **edwardian style conservatory installers cumbria**



Most firms have a gallery of completed jobs on their site. But to really help your SEO & sales conversion rates, it's much better to have a single page for each of the projects you have completed, with at least one image, some detail about that job, including the town & county of installation & a testimonial from your happy customer. All this takes time of course, but consider this... in 2017/18 we helped CBV Installers add 800 completed jobs to their site, which were also added to a Google Map and embedded on their site. This is one of the reasons they now DOMINATE GOOGLE across the South East, which increased their website traffic from 300 visitors a month to 1800 visitors a month & added an extra £650,000 to their turnover in just 12 months... so well worth the investment of adding all those jobs to their website!

This article relates to Points 13 & 14 on the Milwood's Marketing Matrix Checklist. Get the full checklist on our TPA Marketing page.

- 13 Gradually add all of your previous installations to your website (1 job per page)
- 14 As new installations are completed, update your website (with reviews & testimonials)

MILWOOD'S

i-MARKETING TIPS

Internet Marketing Tips by Leonardo, GlazingGPS.com
For MILWOOD GROUP Trade Partners & Friends

The UK Online Marketing
GLAZING GPS

"Double Your Glazing Leads"

Hi, **Leonardo** here from **GlazingGPS.com**.

Since writing last month, I launched a brand new Online Marketing Course, which focuses initially on Search Engine Optimisation (SEO), which is all about getting listed higher in the Free Google Rankings, so you attract more customers 'free' when they search online for the Keywords associated with the products/services you sell.

Awnings specialists SBI Products, who have been Milwood Trade Partner for quite some time were one of the 1st companies to join my SEO course.

At the bottom of this page is a link to my Milwood Page, which includes some Free SEO Videos taken from our previous Milwood Webinars, which you can access today, to get started with your SEO.

If you like the free SEO training and would like to find out more out our paid courses, please get in touch. In the meantime, please have a read of this review from James at SBI Products:

"Having seen the work Leonardo has done with similar companies to ours and monitoring the results that they have achieved by implementing his marketing plan, it seemed like a no brainer that our company should also get involved and implement the strategies that he teaches. We can report that the information is very beneficial and I have learned more over the last 4 weekly sessions about SEO marketing than I have in the last 20 years! All we can say is thank you for this insight and we look forward to the ongoing training with you over the coming months."

I appreciate the feedback from James, which I wanted to share with you to hopefully inspire you to take the your first or next SEO steps with me.

Here's what's free on the Milwood page below:

- **[VIDEO] 3-Part Getting Started with SEO**
- **[VIDEO] How the Right Word/Page Can Add £10,000-£100,000 To Your Sales**
- **[VIDEO] 7x 'Online' Sales in 12 Months**
- **[PDF BOOK] Double Your Glazing Leads**
- **[PDF BOOK] Double Glazing SEO Guide**

Imagine this...

Tomorrow, John & Mary who are local to you, will use certain Keywords on Google, to look for a business like yours. They know what they want & are ready to buy. If your Website Title Tags, Page Descriptions & the Pages on your website do not contain the Keywords John & Mary use on Google, you may never be found by them, so you'll miss their sales opportunity. And if your competitor, who is found on Google, wins the job, if they do a great job for John & Mary, you may never get the opportunity to sell to John & Mary again. To make matters worse, for all competitors who missed the boat on this, John & Mary have lots of friends & family. Some of them will ask John & Mary if they can recommend a business like yours, so again, you may lose the opportunities for on-going word-of-mouth recommendations, which starts the cycle again.

Don't miss out, check it out... visit the link below!

Leonardo, GlazingGPS.com

Free Training at: www.glazinggps.com/milwood