



Building Science Training Center

Energy Auditor Marketing

Newsletter

Tricks and Tips for Windows 10

Windows 10 is the most powerful operating system yet from Microsoft, and there are plenty of new features, tricks, and tips to be able to make the most of them.

One of the new features is known as Windows Hello, which allows users to log in by way of facial recognition, a fingerprint, and even by an iris scan, providing you have the necessary hardware attached to your computer. In order to change the way in which you can access your computer, head to the Setting app, follow the link for Accounts, and then use the menu on the left to select your Sign-in options. The options you are offered will depend on the kind of technology your computer is attached to, but some of the newer options should be included on new desktop and laptop computers specifically designed for Windows 10.

Another new feature for laptop users is the Battery saver, which is also to be found in Settings. Battery saver mode can be manually turned on or off. You can exempt particular apps from power-saving and even find out the length of time your battery is expected to last.

Simple B2B Tips

The world of B2B can be a difficult one, but the good news is there are some tips to follow that seem almost overwhelmingly obvious and simple but which can, nonetheless, make all the difference.

One of the most important pieces of advice for those operating a B2B blog is to make sure that the blog is actually fun and entertaining to read. Many firms make the mistake of having their blog posts be nothing but a tedious series of whitepapers, and this is entirely the wrong way to go about it. A blog can cover many different styles and approaches, from serious to comical, but an entirely conservative method of marketing is a method doomed to failure in this day and age. Being cautious today leads to nothing more than being forgotten – and there is nothing worse for a B2B marketer than that.

There is no need to stop at blog posts either. Entertain potential clients with eBooks or webinars and other imaginative ideas. Present your homeowners with quality content and a sound marketing plan, and you will reap the rewards.

Hello! We are pleased to send you this monthly issue of *Energy Auditor Marketing*. It is our way of saying that you are important to us and we truly value your business. Enjoy!

Monthly Joke



The Laziest Soldier

An Army sergeant addressed his platoon. “I’ve got a very simple job for the laziest soldier here. If you think you’re lazier than anyone else here, step forward.”

Out of 25 soldiers, 24 stepped forward. The sergeant confronted the 25th man. “What’s the matter with you, soldier? Do you think you’re better than anyone else here?”

“No, sergeant!”

“Then why didn’t you step forward?”

“Too much trouble, sergeant!”

Monthly Quote

“The best preparation for good work tomorrow is to do good work today.”

--Elbert Hubbard

How To Get Started Working Full Time As An Energy Auditor

It's not often clear the path an energy auditor should take, to go out on your own or hook up with a more established company or work in weatherization. Let's say that Tim has his BPI Certificate in hand but owns no equipment and has no energy auditing experience. How should he get started?

Option 1: work in weatherization. Weatherization work has been around since the 70's. It is government funded and most organizations that do weatherization also are BPI test centers. So how do you land a job with a weatherization group? Because they work with or in the government, a criminally free background is a must. Continue reading on page 4.

Long Hours May Mean a Risk to Your Health

If you pride yourself on working long hours, this information might make you rethink your priorities: Overtime may increase your risk of stroke.

A meta-analysis of 17 scientific studies tracking 530,000 people around the world, written up in the British medical journal *The Lancet*, found that people who work 41-48 hours a week have a 10 percent higher risk of stroke than those who put in 25-40 hours a week at their jobs (after controlling for other health factors like smoking, drinking, and exercise). If you work 49-54 hours a week, your increased risk rises to 27 percent, and if you're a workhorse who spends 55 or more hours per week on the job, you're looking at higher risk of 33 percent.

Be smart. Take a look at your schedule to see if your high-pressure job is likely to literally kill you.

Make Ethical Decisions with This Checklist

You strive to be honest as you do your work, but sometimes the proper and ethical course of action isn't obvious. When you're struggling to make the right decision, ask these questions to determine the correct path to take:

- **Is the action legal?** A "yes" answer doesn't automatically make the action right, but a "no" clearly indicates that you shouldn't do it. No worthwhile organization expects its workers to break the law.
- **Does it fit your company's values?** If your employer has done a successful job of communicating its value system to the workforce, you should be able to tell very quickly whether an action supports those values or violates them.
- **Will the action make you feel good or bad?** Listen to your instincts. If something in the back of your mind, or deep in your stomach, tells you not to do something, don't do it.
- **How would it look in the newspaper?** Ask yourself how you'd feel if everyone knew that you performed the action, and whether you'd still do it if they did.
- **Have you asked enough questions?** Don't do something you think may be wrong until you've investigated it thoroughly. Talk to your boss, and everyone else whose opinions carry weight.

Generate Leads with B2B Blogs

Lead generation is a vital function of marketing in the world of B2B and something that needs to be continually improved upon. Home efficiency blogging is an innovative and excellent method of bringing more leads to your company website.

Well written content will secure your client's engagement, and they may even pass it on to others, helping you to reach a larger audience. However, the creation of the content is just the beginning, and you also need to have it distributed in the correct manner, with the right people being targeted who will send appropriate leads to your site.

It is, therefore, crucial to understand the audience that you are trying to reach and understand that they are looking for solutions to their home efficiency problems. This data is made visible by Google Keyword Planner, and you can see how people look for your service by plugging in keywords relevant to your industry. This knowledge can assist you with planning content that focuses on those particular keywords and provides answers to the questions that your potential homeowners are looking for. The more contacts searching within your industry you can reach, the more leads you are likely to generate.

Is Your Strategy Getting the Results You Want?

Strategy shouldn't be an abstraction to your workforce—it should tell everyone what to do and how to do it. Is your strategy up to the test? Look for gaps in these areas:

- **Employees.** Does your strategy tell your workforce which opportunities to pursue and what threats they should pay attention to?
 - **Manager.** Do you know what to keep track of? You should be on top of all key measures of your progress toward your strategic goals.
 - **Vision.** Does the strategy excite people? Your workforce should see why you're pursuing particular goals—and why they're important—instead of just knowing what the outcomes are.
 - **Common goals.** Can everyone in your organization easily monitor your progress?
 - **Ideas.** Do people offer suggestions for achieving your goals? Create a culture that encourages sharing insights and asking questions. Good ideas and questions will tell you how thoroughly people are embracing your goals and strategy.
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How to Engage Homeowners

Engaging customers is vital to the world of B2B, and there are a number of ways in which you can improve your efforts to do so. One good tip is to make sure you have concise data. It becomes very difficult to engage your homeowners if you have incorrect or unclear data. The best way to ensure that you have clean data is to make sure it is looked at and updates as things change in the home efficiency community.

It is also a good idea to have a Homeowner Preference Center created on your own website. This allows your customers to have a space where they can actually maintain their own information and indicate the method by which they would prefer to be contacted by you. You might even want to think about offering some kind of incentive for them to do this such as a discount.

Inspire Employees to Strive for Stretch Goals

Setting goals that dare your workers to go a little further than they think they're capable of presents special challenges for a manager. It starts with an introduction. Ask your employees these questions to inspire them:

- **“Who do you want to be?”** Helping people tap into their deeply hidden dreams and desires is one way to unleash their potential. If you don't push people to explore their ambitions, they may settle for achieving goals that don't come anywhere near what they're capable of accomplishing.
- **“How can we apply our resources to gain the maximum advantage?”** The key to gaining commitment to a stretch goal is persuading your team to look at what they already have available to work with and how they can use those resources to push themselves ahead. In addition to material resources, be sure to emphasize such nontangible tools as creativity and enthusiasm.
- **“What can we create together?”** Remind your people that working together they can accomplish more than would be possible individually. Help the group find a common goal and then assist them in identifying the unique skills each team member can contribute to the objective.
- **“What goals can we focus on?”** Identify one or two long-term goals to strive for. Concentrating on those will help your team guide themselves along the way. In addition, suggest that your team devote its resources to the greatest measurable impact. This provides a feeling of progress that will help people stay focused on their stretch goal.

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A MONTHLY NEWSLETTER TO INFORM AND ENTERTAIN ENERGY AUDITORS AND CONTRACTORS December 2015

What Not to Wear

Clothing is of vital importance in the workplace when it comes to projecting a professional image. With that in mind, there are a few tips that should be considered when dressing for work.

You should never wear clothing that is distracting. Loud patterns on ties and shirts, outfits that are obviously uncomfortable and do not fit properly, and jewelry that jingles when you move should all be avoided.

Never wear dirty, stained, or smelly clothes and refrain from having unclean or even unkempt hair. Crawling through attics all day might make it difficult to keep clean, but do your best. You do not want your “personal brand” to be associated with laziness by the management at your company.



From the desk of David Byrnes

How To Get Started Working As An Energy Auditor Part Two Continued:

Either apply for a job there and stay in touch with the auditors and supervisors in the future if something does come up. Relationship building is key. If you land a job there you have a powerful asset behind you with the organization being experts in energy auditing and retrofitting, cranking out high volumes of both each year. The down side is the pay isn't very good and the homes are limited to low income housing so you will see a lot of smaller homes, bitchy tenants and manufactured housing. The fundamentals will be the same no matter what house you go to but your habits of looking for defects will need to be adjusted when going into larger homes. Working in weatherization you will learn to do everything by the book and not pick up the bad habits of lazy contractors and crews who are for-profit. Read the entire article at BPIExamAcademy.com/blog

Rudeness Is Catching in the Workplace

Germes can run rampant in a workplace, but so can another problem: Researchers at the University of Florida, presenting their findings in the *Journal of Psychology*, say that rudeness can be contagious.

The researchers followed 90 graduate business students as they practiced negotiation techniques over seven weeks, switching partners several times. Students who described a partner as rude were more likely to be considered rude themselves by subsequent partners more often than those who negotiated with people they felt were polite. This suggests, the researchers theorize, that experiencing rudeness may make people more inclined to engage in it themselves.

Do your best to stay polite and courteous all the times, especially to homeowners, and you may be able to stop an epidemic in your organization.