



4 Walls 1 Roof is a network of women business owners and professionals working together to build their businesses through networking and co-marketing activities. The **4 Walls 1 Roof** web site serves a dual role of communicating with prospective customers and peer-to-peer communication among the members.

Membership is open to a wide range of businesses/professions focused on the home, including:

- **Creating** – architects and home designers, builders and remodelers, feng shui, kitchen and bath designers and cabinetry, landscape designers and carpenters
- **Maintaining** – handyman services, heating – ventilation – air conditioning (HVAC), paint stores and painters, wallpaper hangers, roofing and siding, driveway sealing, plumbers and electricians. We also have services to install/repair drywall, install windows and doors plus assistance for moving and storage.
- **Enhancing** – products/services include interior designers and decorators, professional organizers, window treatments (product and custom), a variety of sewing and upholstery services and recently we've started to build a group of artists within **4 Walls 1 Roof**.

We are continually evaluating new businesses for participation. Send an email (4walls@pobox.com) if you would like confirmation that your type of business is eligible for membership. From the initial concept of "women in construction," we quickly expanded to include professional organizers and interior decorators. Next came artists and we are looking at adding home health/safety, i.e. clean air products, and green building to our group.

We currently have **4 types of membership**:

- **Core businesses** - include any business providing products and/or services that Create - Maintain - Enhance the home. The majority of our members are individuals with a growing number of members, with retail and/or manufacturing (upholstery and wood working) locations. Several of our businesses involve wife/husband teams where the wife is fully engaged in day-to-day business operations.
- **Anchor businesses** - like anchor stores in a mall, have achieved annual revenues of \$500,000 or higher. These businesses make a commitment to participate in a full year of monthly mailings which are then leveraged by other members at a cost they can afford.
- **Associate businesses** - provide complimentary services related to the home such as realtors, mortgage brokers, insurance companies, etc. These members have the same privileges as other members with one exception. They receive a "line listing" with links to their web site and email versus a full business web page.
- **Chapter leaders** - are business owner/members (core, anchor or associate) who provide leadership to a local chapter. They recruit new members, run the monthly member meetings, provide basic marketing education (materials provided by headquarters) and handle customizing the **4 Walls 1 Roof** web site and newsletter for local news and advertising. Chapter leaders also play a key role in coordinating chapter participation in local/regional home shows, community/women's business showcases and support members who hold group events like open houses, grand openings, etc. A job description for chapter leaders is being developed so if you would like more information, send an email to 4walls@pobox.com

Note: We have had a number of requests from web developers, photographers, bookkeepers, etc who would like to join **4 Walls 1 Roof**. If the business offers services "at home" like concierge services, they are likely eligible to join as a core member. If they provide services for business owners, we recognize the value of partnering with these businesses but feel that we need to achieve a degree of stability for the current membership before we expand further. Send us an email (4walls@pobox.com) with your business/contact information, plus 1 to 2 sentences on how you believe you can contribute to the organization. We will keep you posted on **4 Walls 1 Roof** activities as a "prospective member."



BASIC 4 Walls membership includes the following components, personalized to fit your business needs:

- **Business web page** created and hosted on the **4 Walls 1 Roof** web site, including 3 photos illustrating your business plus a photo of you, the member (called a head shot).
- **Event calendar** to publicize your business news on the **4 Walls 1 Roof** web site. This can include business events, awards, press releases, write-ups about community work you've done that demonstrates your business products/services, i.e. the bathroom project at the Seacoast Repertory Theater completed by My Handyman, Jennifer Myers Interiors and Jen Croteau Wallpaper and Painting.
- **Library** on the **4 Walls 1 Roof** web site where member articles are published to share information with our customers/prospective customers, i.e. enabling them to get to know members before they call.
- **Monthly newsletter, 4 Walls 4 You!** that is sent to a growing base of customers and prospective customers. Each month has a theme and we gather information about that topic, generally including 3 to 5 member articles and worksheets to help customers learn about a project they may be considering. All members are encouraged to submit articles for publication here and on the web site.
- Members have **priority to participate** in **4 Walls 1 Roof** marketing activities. These include local/regional home shows, community and women's business showcases plus 4 Walls member events like open houses, grand openings, etc.
- **Monthly member meetings** are held to provide a forum for networking, referrals, peer support and education. While prospective members can attend these meetings, each month 2 members have the opportunity to give a 3 to 5 minute presentation on their business. This added knowledge helps other members learn enough about your business to give you referrals.

OPTIONAL (extra fees) marketing activities and collateral that members can leverage to build their businesses include:

- Participation in a wide range of **events to showcase** your business:
 - Local/regional home shows where 6 to 8 businesses share a booth to reduce individual member costs (\$100 to \$200)
 - Community/women's business showcases sharing one/more tables (most often around \$50)
 - Member events like open houses, grand openings, etc (typically \$30/more to help defray cost of food and advertising)
- Opportunities to **promote your business in various advertising venues:**
 - **4 Walls 1 Roof** web site will include a promotion page similar to the one at www.MyHandymanNH.com. The web design, options and pricing for this feature are still being developed (if you're ready, please contact us and we'll bump the priority).
 - We welcome ideas from anyone who wants to research how Valpak, SuperCoups and others are doing this, and provide input to how we implement this program.
 - **4 Walls 1 Roof** newsletter provides an opportunity for members to offer promotions each month. These are available now and will evolve with the promotions on the web site, i.e. it makes sense to offer a combination package.
 - Local advertising opportunities identified by any member, enable you to gain more recognition with a larger ad that costs less when shared among multiple members. As these shared ads are created, we will add them to the web site for others to reuse the design ideas.
- Participation in **4 Walls 1 Roof cooperative mailings** targeting the following prospective customers:
 - New home owner letters mailed in towns where multiple businesses offer their products/services. My Handyman currently sends out a letter with checklist customized for typical new home owner projects, an offer with expiration date and magnet.
 - We welcome ideas from anyone who wants to research similar packages and provide input for how **4 Walls 1 Roof** might implement this program, which we plan to start in March, 2008.



- Cooperative 4 Walls mailer introducing **4 Walls 1 Roof** and special offers from multiple businesses similar to Valpak and SuperCoups. Members have the opportunity to influence the letter and types of promotions for their respective chapter as the customer base will vary based on the time of year, regional dynamics such as high-rise urban versus suburban, etc.
 - Member input on how to make these mailings more successful are always welcome. Initial design is underway and to minimize costs we will be printing on 8.5" x 11" paper versus small, individual coupons.
- [Gallery of 4 Walls 1 Roof postcard templates](#) will be available for members to select and customize for their individual businesses. Members will be able to order them in small quantities, i.e. starting at 100 cards, for print only or print and mail to qualified single family households in target zip codes. While the initial gallery is being developed using stock photography, the goal is to evolve to a portfolio of photographs illustrating the work of **4 Walls 1 Roof** members, from architects and builders to interior designers, window coverings and art displayed in home settings.
- [4 Walls 1 Roof business collateral](#) is available for member use. It is anticipated that new business owners will use the logo and print collateral until they are able to invest in their own logo design, letterhead and envelopes, etc. Current plans include:
 - General use for cooperative mailings and events - **4 Walls 1 Roof** magnets, rack cards (instead of a brochure), envelopes, thank you note cards and networking give-aways (business cards and postcard sizes)
 - For new business owners - business cards, letterhead and stationary are under development as **4 Walls 1 Roof** templates and/or print collateral that can be personalized.
 - New members will receive a sampling of current collateral when they sign-up.

• Hope you are excited about **4 Walls 1 Roof** like we are. We would love to have you join the group and invite you to take the next step, which might be:

- If you are ready to join, you can download the application from the membership web page. You need to complete part 1 of the application and return it with your check. As soon as possible, complete part 2 which is the content we need to build your business web page (not required for associate members.)
 - We are developing a new member orientation guide to help you get on board. Feel free to call your chapter leader, another 4 Walls member or email 4walls@pobox.com.
- If you aren't sure yet, join the group at one of the following meetings:
 - [Monthly member meetings](#) are open to prospective members. See event page for details.
 - [Breakfast meetings](#) are more informal. They provide members with an alternative venue to network informally with other members and are a great way for prospective members to learn more about the group. Details can be found on our event web page. Please be sure to send an RSVP to 4walls@pobox.com as these meetings may be canceled if not enough people confirm attendance.

Members having fun at WZID's Women's Expo in Manchester, NH 2/08.

