THE PERMANENT LIGHTING

OFFER VAULT.

100 easy offer ideas to help your lighting business get more leads.

Hooks. Simple math. Ad ideas. Lead forms. A plan you can scan and use.

100 **OFFERS**
One guide. One goal: give people a reason to raise their hand.

START HERE

Do not run all 100.

Pick one. Build one ad. Run it. Track it. Then keep it, fix it, or try another.

A free quote is not the offer.
The offer gives people a reason to ask for the quote.

01

Make it clear.

The homeowner should get it in a few seconds.

02

Make it useful.

Give them a result or bonus they care about.

03

Keep your profit.

Set a minimum job size and a clear limit.

04

Make the next step easy.

The ad gets the hand raise. Your sales process does the rest.

THE GOAL **Give something that feels worth a lot but does not cost you a lot.**

BUILD YOUR OFFER

Build an offer in 5 minutes.

Start with what you sell. Then wrap it in a reason to act.

1 **Pick the job.**
Roofline. Landscape. Deck. Patio. Hardscape. Whole property.

2 **Pick the deal.**
Bonus. Upgrade. Credit. Bundle. Trade-in. Price lock. Referral. Seasonal offer.

3 **Pick the result.**
No more ladders. Better curb appeal. A better backyard. Holiday-ready lights.

4 **Add rules.**
Set the minimum job size. Set the free feet, lights, credit, or number of spots.

5 **Add a real reason to act.**
Use a true date, a true number of spots, or a real stock limit.

GET [RESULT] + [BONUS] WHEN YOU BUY [MAIN JOB] BEFORE [REAL LIMIT]

EXAMPLE

Get Your Deck Lit FREE This Spring.

Buy a roofline job that meets our minimum. We include up to 15 feet of deck lighting. First 10 spring jobs only.

KEEP THE MATH SIMPLE

Know what you can give away.

Do not start with “What should I give away?” Start with “What can I spend and still keep the profit I need?”

JOB PRICE		GROSS MARGIN		GROSS PROFIT
$6,000	×	45%	=	$2,700

Gross profit	$2,700
Profit you want to keep	- $2,000
Cost to get the customer	- $250
Max cost of the bonus	**$450**

Good target

Find a bonus that costs you $200–$450 but feels like it is worth much more to the customer.

One big rule

Do not raise your normal price just so you can call something “free.” Keep the price real. Put the limits in plain words.

01–05

01

FREE BONUS

Free Deck Lighting

"Get Your Deck Lit FREE This Spring"

HOW

Give a set amount of deck lighting with a permanent light job that meets your minimum. Set the feet or number of lights before you run the ad.

KEEP YOUR PROFIT

Set a limit on the free deck lights. Set a minimum job size. This keeps the offer from eating your profit.

BEST TIME Spring / summer. Good for adding backyard work.

02

FREE BONUS

Free Patio Lighting

"Get Your Patio Lit FREE With Permanent Lighting"

HOW

Give a small patio light zone with a roofline or whole-home job that meets your minimum.

KEEP YOUR PROFIT

Set the size of the free area. Keep the main job at your normal price.

BEST TIME Spring / summer

03

FREE BONUS

Free Landscape Starter Package

"Get a Landscape Lighting Starter Package On Us"

HOW

Give a small set of path or accent lights with a permanent light job that meets your minimum.

KEEP YOUR PROFIT

List exactly what is free: number of lights, wire, and any power gear. Charge extra for work outside that list.

BEST TIME Spring through fall

04

FREE BONUS

Free Front Entry Lighting

"Upgrade Your Front Entry FREE"

HOW

Give a small entry or porch light zone with a roofline job that meets your minimum.

KEEP YOUR PROFIT

Keep the free area small but easy to see. The customer feels the value, but your cost stays low.

BEST TIME All year

05

FREE BONUS

Free Garage Accent Lighting

"Get Your Garage Accent Lighting Included"

HOW

Give one garage section, peak, or accent area with a job that meets your minimum.

KEEP YOUR PROFIT

This works best when the garage is easy to see from the street and easy to add while your crew is already there.

BEST TIME All year

06–10

06

FREE BONUS

Free Three-Light Feature Package

"Get 3 Accent Lights FREE"

HOW

Add three spot or accent lights with a permanent light system that meets your minimum.

KEEP YOUR PROFIT

Pick the light type and install rules first. Charge extra for trenching or hard wiring.

BEST TIME All year

07

FREE BONUS

Free 60-Inch Lit Wreath

"Get a FREE 5-Foot Lit Wreath"

HOW

Give a large lit wreath with roofline jobs that meet your minimum.

KEEP YOUR PROFIT

Set a minimum job size. Only run this offer while you have wreaths in stock.

BEST TIME Fall / holiday season

08

FREE BONUS

Free Backyard Lighting Zone

"Buy the Front. We'll Light Part of the Back."

HOW

Give one small backyard light zone with a front roofline job that meets your minimum.

KEEP YOUR PROFIT

Set the free feet or number of lights. Use this to show the customer what a bigger backyard job could look like.

BEST TIME Spring / summer

09

FREE BONUS

Free Hardscape Lighting

"Get Your Steps or Wall Lit FREE"

HOW

Give a small hardscape light section with a roofline or landscape job that meets your minimum.

KEEP YOUR PROFIT

Say exactly how many lights or feet are free. Do not leave the offer open-ended.

BEST TIME Spring through fall

10

FREE BONUS

Free Walkway Starter Package

"Get a Walkway Lighting Starter Package Included"

HOW

Give a small run of path lights with a job that meets your minimum.

KEEP YOUR PROFIT

Path lights can feel very valuable. Keep the free number small and clear.

BEST TIME Spring through fall

11–15

11

FREE BONUS

Free Gable Highlight Package

"Highlight One Gable FREE"

HOW

Give one gable or home feature zone for free.

KEEP YOUR PROFIT

Use this on homes where the feature is easy to see. Keep the free work simple.

BEST TIME All year

12

FREE BONUS

Free Pergola Lighting

"Get Your Pergola Lit FREE"

HOW

Give a small pergola light section with a roofline or backyard job that meets your minimum.

KEEP YOUR PROFIT

This works best when the pergola is close to the main work and easy to wire.

BEST TIME Spring / summer

13

FREE BONUS

Free Extra Roofline Section

"Get One Extra Roofline Section Included"

HOW

Give one extra roofline section, small peak, or garage return when the job hits your minimum feet.

KEEP YOUR PROFIT

Set the free footage. This can feel like a big upgrade even when your extra cost is small.

BEST TIME All year

14

UPGRADE

Free Controller Upgrade

"Get the Better Control Package Included"

HOW

Move the customer to a better controller or control setup when the purchase meets your minimum.

KEEP YOUR PROFIT

Only use this if the better controller gives the customer a real benefit.

BEST TIME All year

15

UPGRADE

Free Extra Lighting Zone

"Add a Second Zone at No Extra Charge"

HOW

Give one extra control zone with a job that meets your minimum.

KEEP YOUR PROFIT

This is strong when the extra zone needs little new material.

BEST TIME All year

16–20

16

UPGRADE

Free Scene Programming

"We'll Program Your Favorite Scenes Before We Leave"

HOW

Set up everyday, holiday, game-day, and event scenes before you leave.

KEEP YOUR PROFIT

This costs very little. It makes the whole system feel done and ready to use.

BEST TIME All year

17

UPGRADE

Free Holiday Scene Pack

"Christmas, Halloween, July 4th & More. Ready to Go."

HOW

Set up a set number of holiday scenes before you hand over the system.

KEEP YOUR PROFIT

This is a low-cost bonus. Say how many scenes are included.

BEST TIME All year

18

UPGRADE

Free Architectural White Setup

"Your Warm-White Look, Set Up for You"

HOW

Set the warm-white scenes, dim levels, and schedule for daily use.

KEEP YOUR PROFIT

This is great for people who care more about how the home looks every day than holiday colors.

BEST TIME All year

19

UPGRADE

Free Security Scene

"Get a Bright Outside Scene Set Up"

HOW

Set up one bright outside scene and a schedule for it.

KEEP YOUR PROFIT

Do not promise that lights will stop crime. Sell better light, ease, and control.

BEST TIME All year

20

UPGRADE

Free Game-Day Scenes

"Your Team Colors—Ready to Go"

HOW

Set up a small set of team-color and game-day scenes.

KEEP YOUR PROFIT

This is cheap to give and easy to tie to local teams.

BEST TIME Football / sports seasons

21–25

21

UPGRADE

Free App Setup & Training

"We Don't Leave Until You Know How to Use It"

HOW

Set up the app, schedules, favorite scenes, and show the owner how to use it.

KEEP YOUR PROFIT

This takes time, but almost no material. It also makes buying feel safer and easier.

BEST TIME All year

22

UPGRADE

Free 30-Day Tune-Up

"We'll Check Back After 30 Days"

HOW

Include one 30-day check-in for questions, scene changes, and small fixes.

KEEP YOUR PROFIT

Write down what the check-in covers so it does not turn into free service forever.

BEST TIME All year

23

TRADE-IN + RESCUE

Govee Rescue Program

"Regretting Your DIY Permanent Lights?"

HOW

Give a set credit to replace or remove an old DIY system.

KEEP YOUR PROFIT

Set a max credit or max removal time. This works well for loose wires, bad clips, or dead lights.

BEST TIME All year

24

TRADE-IN + RESCUE

DIY Lighting Trade-In

"Trade In Your DIY System for a Professional Install"

HOW

Give a set credit to homeowners who replace a DIY system with a pro install.

KEEP YOUR PROFIT

Only give the credit when the new job meets your minimum. Put the amount in writing.

BEST TIME All year

25

TRADE-IN + RESCUE

Old Christmas Light Trade-In

"Retire the Bins of Christmas Lights"

HOW

Give a small credit or bonus when the customer replaces old Christmas light strands with permanent lights.

KEEP YOUR PROFIT

The old lights are not worth much. The value is the feeling of being done with them for good.

BEST TIME Holiday season

26–30

26

TRADE-IN + RESCUE

Failed Permanent System Trade-In

"Your Old Permanent Lights Failed. Upgrade Instead."

HOW

Give a set credit for an old system that failed or has no support.

KEEP YOUR PROFIT

Ask for a photo or proof. Set the credit before you give the final price.

BEST TIME All year

27

TRADE-IN + RESCUE

Competitor System Replacement Credit

"Switch to a Pro System With Support"

HOW

Give a set credit to replace another permanent light system.

KEEP YOUR PROFIT

Use this only if you can clearly show why your product, install, service, or warranty is better.

BEST TIME All year

28

TRADE-IN + RESCUE

Ugly-Wire Rescue

"Visible Wires? Sagging Sections? Let's Fix It."

HOW

Remove a set amount of old DIY wire or lights when the customer buys a pro install that meets your minimum.

KEEP YOUR PROFIT

Set a max number of labor hours. Charge extra for unsafe or hard-to-reach work.

BEST TIME All year

29

TRADE-IN + RESCUE

Broken-System Removal Included

"We'll Remove the Old Failed System"

HOW

Remove the old failed system when the customer buys a replacement that meets your minimum.

KEEP YOUR PROFIT

Set a max footage or labor time.

BEST TIME All year

30

TRADE-IN + RESCUE

Temporary-Light Rental Escape

"Stop Renting Christmas Lights Every Year"

HOW

Show the customer what they spend each year on short-term Christmas lights. Then show the cost of owning permanent lights. Add a switch-over bonus.

KEEP YOUR PROFIT

Use real numbers from the customer. Do not make the savings look bigger than they are.

BEST TIME Before and during holiday season

31–35

31

TRADE-IN + RESCUE

No-More-Ladder Offer

"Never Climb the Ladder for Christmas Lights Again"

HOW

Sell the result: no more yearly setup, take-down, storage, or ladder work.

KEEP YOUR PROFIT

This is not a discount. The offer is ending a job the homeowner hates doing every year.

BEST TIME Holiday season / all year

32

SEASONAL

Spring Price Lock

"Lock In Today's Pricing for Your Spring Install"

HOW

Let customers hold a spring install at today's listed price.

KEEP YOUR PROFIT

Set a real deadline. Explain the deposit and exactly what price is locked.

BEST TIME Winter / early spring

33

SEASONAL

$99 Spring Reservation

"Reserve Your Spring Install for $99"

HOW

Take a $99 hold fee and apply it to the final job.

KEEP YOUR PROFIT

Say if it can be refunded. List the end date, date-change rules, and what jobs can use it.

BEST TIME Winter

34

SEASONAL

Spring Early-Access Bonus

"First Spring Installs Get an Upgrade"

HOW

Give a bonus to the first set number of spring jobs that meet your minimum.

KEEP YOUR PROFIT

Use a real number, like the first 10 jobs. Track how many are left.

BEST TIME Winter / early spring

35

SEASONAL

Spring Priority Installation

"Get Priority Spring Scheduling"

HOW

Give early buyers first choice of spring install dates.

KEEP YOUR PROFIT

Make the perk real. Tell them what date range they get first pick from.

BEST TIME Winter / early spring

36–40

36

SEASONAL

Summer Backyard Upgrade

"Turn the Backyard Into the Best Room of the House"

HOW

Put roofline, deck, patio, or landscape lights into one summer backyard package.

KEEP YOUR PROFIT

Sell the end result, not just a price cut.

BEST TIME Spring / summer

37

SEASONAL

Fourth-of-July Package

"Get Your Home Red, White & Blue Ready"

HOW

Put permanent lights, red-white-blue scenes, and an optional backyard add-on into one offer.

KEEP YOUR PROFIT

The season gives people a reason to act. You may not need a big discount.

BEST TIME Late spring / early summer

38

SEASONAL

Football Game-Day Package

"Your House. Your Team. Game-Day Ready."

HOW

Sell team-color scenes, roofline lights, and backyard lighting for football season.

KEEP YOUR PROFIT

Use local team pride. Show photos or mockups people can picture on their own home.

BEST TIME Late summer / fall

39

SEASONAL

Halloween Package

"Make Your House the One Everyone Notices"

HOW

Sell orange and purple scenes, roofline lights, and optional landscape lights.

KEEP YOUR PROFIT

Use bold photos. Also show that the lights work all year.

BEST TIME Late summer / fall

40

SEASONAL

Christmas-Ready Package

"Get Permanent Lights Installed Before Christmas"

HOW

Put the install, scenes, app setup, and a real install deadline into one package.

KEEP YOUR PROFIT

Only promise an install date you can hit.

BEST TIME Fall / holiday season

41–45

41

SEASONAL

Holiday-Ready Guarantee

"Book by X Date and Be Holiday Ready"

HOW

Promise install by a set date. If you miss it for a reason you control, give a set credit or bonus.

KEEP YOUR PROFIT

Write down what happens with bad weather, permit delays, product delays, or customer delays.

BEST TIME Fall

42

SEASONAL

Before-the-Snow Offer

"Get Installed Before Winter Weather Hits"

HOW

Use a real fall install window before winter weather gets worse.

KEEP YOUR PROFIT

Only use this when the weather and your open install spots make the deadline real.

BEST TIME Fall

43

SEASONAL

January Early-Bird

"Book Early, Get the Best Spring Slots"

HOW

Give off-season buyers first pick of spring dates or a small upgrade.

KEEP YOUR PROFIT

This helps fill slower months without cutting the main price.

BEST TIME January / February

44

SEASONAL

Holiday-to-Spring Waitlist

"We're Booked for the Holidays—Spring Is Open"

HOW

If your holiday calendar is full, sell spring spots instead.

KEEP YOUR PROFIT

This turns 'we are booked' into a reason to reserve the next open season.

BEST TIME Late holiday season

45

NEIGHBORHOOD

Neighborhood Champion

"Be the First Showcase Home in Your Neighborhood"

HOW

Pick one home in a key neighborhood. Give that homeowner a better bonus if they agree to help with things like a yard sign, review, photos, or referrals.

KEEP YOUR PROFIT

Put every ask in writing. You are trading value for help getting more jobs nearby.

BEST TIME Key neighborhoods

46–50

46

NEIGHBORHOOD

First House on the Block

"Be the First Pro Permanent Light Install on Your Block"

HOW

Give the first home in a target area a better bonus.

KEEP YOUR PROFIT

Only do this when that first home can help you win more homes nearby.

BEST TIME New-home areas

47

NEIGHBORHOOD

Neighbor Match

"Your Neighbor Just Installed—Here's the Same Neighborhood Bonus"

HOW

After an install, give nearby homeowners a short-term neighborhood bonus.

KEEP YOUR PROFIT

Pair it with door hangers, mailers, and install-day signs.

BEST TIME Right after an install

48

NEIGHBORHOOD

Two Homes / Two Bonuses

"Book With a Neighbor and Both Get an Upgrade"

HOW

If two nearby homes book jobs that meet your minimum, both get a set upgrade.

KEEP YOUR PROFIT

This works because your drive and setup time drops when jobs are close together.

BEST TIME Homes close together

49

NEIGHBORHOOD

Three-Home Block Installation

"Three Homes on One Block Unlock the Best Bonus"

HOW

If three homes on one block book within a set time, each home gets a bigger bonus.

KEEP YOUR PROFIT

Do not give the bonus until all three homes meet the rules or pay a deposit.

BEST TIME Homes close together

50

NEIGHBORHOOD

HOA Pilot Home

"Be the Pilot Home for Your HOA"

HOW

Give a better package to the first homeowner who helps you build the papers needed for HOA review.

KEEP YOUR PROFIT

Give them a clean HOA info pack. Be clear that you cannot promise HOA approval.

BEST TIME HOA neighborhoods

51–55

51

NEIGHBORHOOD

Neighborhood Price Lock

"Lock This Neighborhood's Pricing Through X Date"

HOW

Give one neighborhood a price lock after your first local install.

KEEP YOUR PROFIT

Use a real end date.

BEST TIME Neighborhood campaigns

52

NEIGHBORHOOD

Installation-Day Neighbor Bonus

"We're Already on Your Street"

HOW

While your crew is already on the street, give nearby homes a small, clear bonus.

KEEP YOUR PROFIT

Use signs, door hangers, QR codes, and local follow-up ads.

BEST TIME Install days

53

NEIGHBORHOOD

Neighborhood Reveal Night

"See the System Live Before You Buy"

HOW

With the customer's OK, hold a short night demo at the finished home.

KEEP YOUR PROFIT

Give the people who come a neighborhood-only offer with a real end date.

BEST TIME Neighborhood campaigns

54

NEIGHBORHOOD

New-Development Intro Offer

"New Home? Get the Neighborhood Lighting Offer"

HOW

Aim at new-home areas with a package made for clean, built-in looking installs.

KEEP YOUR PROFIT

Lead with design and curb appeal. You may not need a discount.

BEST TIME New-home areas

55

REFERRAL

Refer One, Earn $250

"Send Us a Customer. Earn $250."

HOW

Pay a set referral reward after the new customer closes and pays.

KEEP YOUR PROFIT

Say exactly when the reward is earned and when it will be paid.

BEST TIME Past customers

56–60

56

REFERRAL

Friend Gets $250 Too

"You Get $250. Your Friend Gets $250."

HOW

Split the referral reward. The old customer gets $250. The new customer gets $250.

KEEP YOUR PROFIT

Only use this if you still make the profit you need.

BEST TIME Past customers

57

REFERRAL

Refer Three, Get Deck Lighting

"Three Closed Referrals Unlock a Deck Lighting Upgrade"

HOW

Give deck lighting after the customer sends you three referrals that close and pay.

KEEP YOUR PROFIT

Do not give the reward for names alone. Tie it to closed, paid jobs.

BEST TIME Past customers

58

REFERRAL

Refer Three, Get Landscape Upgrade

"Three Referrals Can Upgrade Your Landscape Lighting"

HOW

Use a future landscape light upgrade as the reward for three closed referrals.

KEEP YOUR PROFIT

This keeps the customer coming back to you for more work.

BEST TIME Past customers

59

REFERRAL

Refer Two, Unlock More Roofline

"Two Closed Referrals Earn an Extra Lighting Section"

HOW

Give extra roofline feet or one small zone after two closed referrals.

KEEP YOUR PROFIT

Set the free footage or zone size before you run the offer.

BEST TIME Past customers

60

REFERRAL

Neighborhood Referral Ladder

"The More Neighbors You Refer, the Bigger the Upgrade"

HOW

Build three reward levels for one, two, and three closed referrals.

KEEP YOUR PROFIT

Keep each step simple and easy to remember.

BEST TIME Neighborhood champions

61–65

61

REFERRAL

Free Accessory for Referral

"Refer a Customer, Choose an Accessory Upgrade"

HOW

Let the customer pick one small upgrade after a referral closes.

KEEP YOUR PROFIT

A choice can feel worth more than one fixed reward.

BEST TIME Past customers

62

REFERRAL

Customer Ambassador Program

"Become a Customer Ambassador"

HOW

Set up a simple program for your best customers. They help with referrals, reviews, photos, and neighbor intros. You give them ongoing rewards.

KEEP YOUR PROFIT

Use this for happy customers in neighborhoods you want more work in.

BEST TIME Past customers

63

REFERRAL

No-Surprise-Price Guarantee

"The Price You Approve Is the Price"

HOW

Promise that the approved price will not change unless the customer changes the work or you find a hidden issue that needs a written change.

KEEP YOUR PROFIT

Write the rules in plain words.

BEST TIME All year

64

REFERRAL

Design-Before-We-Drill Guarantee

"Approve the Design Before Installation Starts"

HOW

Let the customer approve the light layout, zones, and visible parts before the install starts.

KEEP YOUR PROFIT

This lowers fear about how the final job will look.

BEST TIME All year

65

REFERRAL

Clean-Install Guarantee

"If the Install Doesn't Meet Our Written Finish Standard, We Fix It"

HOW

Write down your install finish rules. If your work does not meet those rules, you fix it.

KEEP YOUR PROFIT

Only promise things you can check and control.

BEST TIME All year

66–70

66

REFERRAL

App-Confidence Guarantee

"We Don't Leave Until You Can Use the System"

HOW

Set up the app, main scenes, schedules, and basic training before you leave.

KEEP YOUR PROFIT

This makes the system feel easier for people who are not good with tech.

BEST TIME All year

67

REFERRAL

First-Night Functionality Guarantee

"Your Main Light Scenes Work Before We Leave"

HOW

Test the main scenes before you hand the system over.

KEEP YOUR PROFIT

Do not cover internet or app outages that you do not control.

BEST TIME All year

68

REFERRAL

Install-Date Guarantee

"We Hit the Agreed Install Window or You Get a Defined Credit"

HOW

If you miss the agreed install window for a reason you control, give a set credit or other fix.

KEEP YOUR PROFIT

Write down what does not count, such as bad weather, permit delays, customer delays, or supplier delays.

BEST TIME All year

69

REFERRAL

30-Day Check-In

"We Check Back After You've Lived With It"

HOW

Set a 30-day follow-up to answer questions and tune scenes.

KEEP YOUR PROFIT

This can lower second thoughts and give you a good time to ask for a review or referral.

BEST TIME All year

70

REFERRAL

First-Year Concierge

"Your First Year Includes Lighting Support"

HOW

Give a set amount of scene help and service check-ins during year one.

KEEP YOUR PROFIT

Say what is covered. Do not make it sound like unlimited free service.

BEST TIME All year

71–75

71

REFERRAL

Price-Lock Guarantee

"Your Approved Quote Is Protected for X Days"

HOW

Hold the approved quote price for a set number of days.

KEEP YOUR PROFIT

Use a real end date. Add a clear rule for major material price changes if you need one.

BEST TIME All year

72

REFERRAL

Photo-Ready Guarantee

"We Clean Up and Leave the Install Ready to Show Off"

HOW

Promise a clean job site and a finish that meets your written standards.

KEEP YOUR PROFIT

Promise what you can measure. Do not promise that every person will love the look.

BEST TIME All year

73

REFERRAL

Everyday Architectural Package

"Permanent Lighting That Looks Good Even When It Isn't Christmas"

HOW

Lead with warm-white lighting for daily use. Treat holiday colors as the extra benefit.

KEEP YOUR PROFIT

Use this for people who say they do not want 'Christmas lights' on the house.

BEST TIME All year

74

REFERRAL

Security + Holiday Package

"Everyday Visibility + Holiday Color in One System"

HOW

Put bright everyday scenes and holiday scenes in one package.

KEEP YOUR PROFIT

Do not promise crime prevention. Sell better light, ease, and control.

BEST TIME All year

75

REFERRAL

Entertainer Package

"Turn Your Backyard Into a Great Night Space"

HOW

Put deck, patio, landscape, and scene setup into one backyard package.

KEEP YOUR PROFIT

This works well for bigger spring and summer jobs.

BEST TIME Spring / summer

76–80

76

REFERRAL

Whole-Property Lighting Package

"Light the Whole Property"

HOW

Put roofline, landscape, hardscape, and backyard lights into one plan.

KEEP YOUR PROFIT

Use a clear package or bonus. Do not cut random line items just to show a discount.

BEST TIME All year

77

REFERRAL

New Homeowner Package

"Never Buy Temporary Lights for This House"

HOW

Aim this at new homeowners before they buy bins of short-term Christmas lights.

KEEP YOUR PROFIT

Add app setup, scenes, and a new-owner bonus.

BEST TIME All year

78

REFERRAL

New Construction Finish Package

"Plan Permanent Lights Into the Home"

HOW

Aim at newer homes, new builds, or remodels where lighting can be planned early.

KEEP YOUR PROFIT

Plan power, wire paths, and mounting as early as you can.

BEST TIME All year

79

REFERRAL

Housewarming Lighting Package

"Upgrade the New House With Permanent Lights"

HOW

Aim at people who just bought a home. Bundle roofline and entry lights.

KEEP YOUR PROFIT

Build referral links with real estate agents or other local partners.

BEST TIME All year

80

REFERRAL

One-and-Done Holiday Package

"One Install. Every Holiday."

HOW

Sell one permanent system that can handle every holiday and daily use.

KEEP YOUR PROFIT

The offer is simple: install once and stop putting up seasonal lights.

BEST TIME All year

81–85

81

REFERRAL

Never-Climb-a-Ladder-Again Package

"Permanent Lighting Installed Once"

HOW

Sell the result: one install and no yearly setup or take-down.

KEEP YOUR PROFIT

This hits a clear pain point for people who hate ladder work.

BEST TIME Holiday season / all year

82

REFERRAL

150 Feet + 20 Feet Bonus

"Install 150 Feet, Get 20 Feet Included"

HOW

When a customer buys 150 feet, include 20 extra feet.

KEEP YOUR PROFIT

Only use this if the added feet still leave the profit you need.

BEST TIME All year

83

REFERRAL

Front Elevation + One Peak Included

"Finish the Look With One Extra Peak"

HOW

Give one small peak or extra front section with a front-of-home job that meets your minimum.

KEEP YOUR PROFIT

This works well when the free part makes the whole front look finished.

BEST TIME All year

84

REFERRAL

Two Zones + Third Zone Included

"Add a Third Control Zone at No Extra Charge"

HOW

On a larger system, include a third control zone at no extra charge.

KEEP YOUR PROFIT

Use this when the extra zone costs you little. Explain why the extra control is useful.

BEST TIME All year

85

REFERRAL

Roofline Today, Landscape Credit Tomorrow

"Install Roofline Now. Bank a Credit for Landscape Later."

HOW

Give a future credit toward landscape lighting when the customer buys roofline lights now.

KEEP YOUR PROFIT

Set an end date. Make it store credit, not cash.

BEST TIME All year

86–90

86

REFERRAL

Roofline Today, Deck Upgrade in Spring

"Do the Roofline Now. Upgrade the Deck This Spring."

HOW

Sell the roofline now and include a future deck bonus or special price for spring.

KEEP YOUR PROFIT

This plans a second visit and can create more sales later.

BEST TIME Fall / winter

87

REFERRAL

Future Expansion Price Lock

"Lock Today's Add-On Price for 12 Months"

HOW

Let current customers add approved zones later at today's set price plan.

KEEP YOUR PROFIT

Write down what material or labor changes are not covered.

BEST TIME All year

88

REFERRAL

Accessory Bank

"Get a $500 Lighting Upgrade Credit"

HOW

Give a set upgrade credit that can only be used on approved add-ons.

KEEP YOUR PROFIT

This keeps the core price strong and pushes the customer toward a bigger job.

BEST TIME All year

89

REFERRAL

Choose Your Bonus

"Choose Your Free Upgrade"

HOW

Let the customer pick one bonus from a short list, like a wreath, deck lights, entry lights, feature lights, or future landscape credit.

KEEP YOUR PROFIT

Keep each choice close to the same cost for you.

BEST TIME All year

90

REFERRAL

Build Your Own Bonus Stack

"Larger Projects Unlock More Bonuses"

HOW

Use job-size levels. Bigger jobs can pick one, two, or three bonuses.

KEEP YOUR PROFIT

Make each level clear. The customer should know what they must buy to unlock it.

BEST TIME All year

91–95

91

REFERRAL

Free Lighting Rendering

"See Your House Lit Before You Buy"

HOW

Make a quick mockup of the customer's real home with lights on it.

KEEP YOUR PROFIT

This costs very little and gives you a strong reason to start a sales talk.

BEST TIME All year

92

REFERRAL

Three-Design Rendering

"See 3 Lighting Looks on Your Home"

HOW

Show three looks on the same home, such as warm white, holiday colors, and game-day colors.

KEEP YOUR PROFIT

This feels valuable and helps the customer picture the system before they buy.

BEST TIME All year

93

REFERRAL

Free Lighting Blueprint

"Get a Roofline + Landscape Light Plan"

HOW

Make a simple plan that shows the best roofline and landscape zones.

KEEP YOUR PROFIT

Use it as a free lead tool or as part of the sales call.

BEST TIME All year

94

REFERRAL

Free Exterior Lighting Audit

"Find the Best Areas to Light on Your Property"

HOW

Walk the property and point out the best areas for roofline, entry, landscape, deck, and hardscape lights.

KEEP YOUR PROFIT

Use a simple checklist so the customer gets a real plan, not just a sales pitch.

BEST TIME All year

95

REFERRAL

Free Security Lighting Audit

"Where Is Your Property Dark After Sunset?"

HOW

Find dark areas that could use more outside light or home accent light.

KEEP YOUR PROFIT

Do not promise safety or crime prevention. Talk about light, looks, and ease.

BEST TIME All year

96–100

96

REFERRAL

Free Holiday Lighting Design

"Get a Holiday Light Plan for Your House"

HOW

Make a simple permanent-light plan and holiday scene plan for the customer's real home.

KEEP YOUR PROFIT

This works well before the busy holiday season, when the buyer is still planning.

BEST TIME Late summer / fall

97

REFERRAL

Permanent-vs-Temporary Cost Comparison

"See What You Spend on Christmas Lights Each Year"

HOW

Compare what the customer says they spend each year on short-term lights with the price of permanent lights.

KEEP YOUR PROFIT

Use the customer's real numbers. Do not make the savings look bigger than they are.

BEST TIME Holiday season / all year

98

REFERRAL

Free HOA Approval Pack

"We'll Give You the Documents Your HOA Needs"

HOW

Give the homeowner a clean pack with a mockup, product info, mount details, and finish info for the HOA.

KEEP YOUR PROFIT

Be clear that the homeowner still needs HOA approval. You cannot promise the HOA will say yes.

BEST TIME HOA neighborhoods

99

REFERRAL

Address-Based Rough Estimate

"Give Us Your Address. We'll Give You a Ballpark."

HOW

Use online photos or customer photos to give a rough price range before the site visit.

KEEP YOUR PROFIT

Say that the final price comes after you check the feet, access, power, and work needed.

BEST TIME All year

100

REFERRAL

Whole-Property Lighting Plan

"Get a Full Light Plan You Can Build in Steps"

HOW

Make one full plan for roofline, landscape, hardscape, deck, and future add-ons.

KEEP YOUR PROFIT

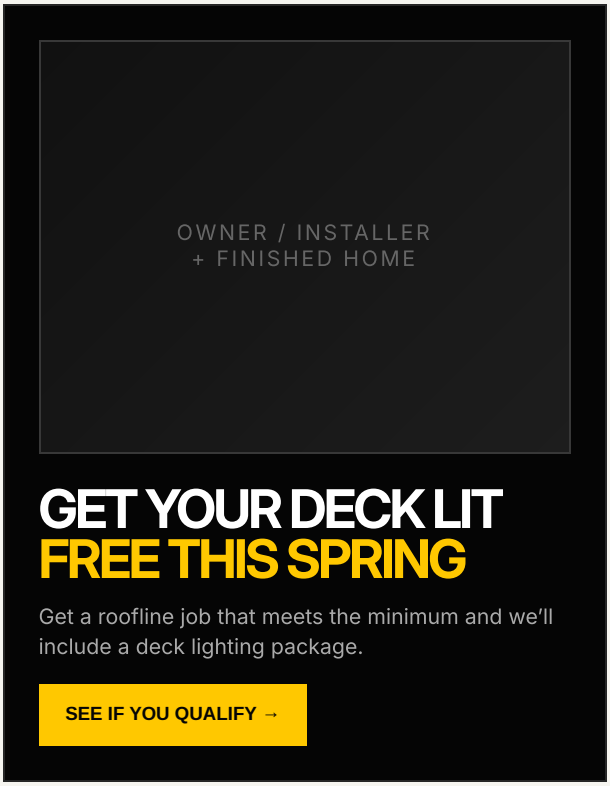
This is strong for bigger homes. The customer can do the work in steps if needed.

BEST TIME All year

TURN THE OFFER INTO AN AD

Keep the ad simple.

The offer earns the click. Your sales process earns the customer.



1

Show the job.

Use your face, your crew, a real home, or a clean before-and-after.

2

Lead with the offer.

Do not lead with "quality service" or "free quote."

3

Use one short line.

Tell them what they get and what they must buy.

4

Ask for one next step.

"See if you qualify" is often easier than "Get a quote."

FREE BONUS	PAIN	LIMIT	NEIGHBORHOOD	RESCUE
[AREA] HOMEOWNERS: GET [BONUS] FREE	STILL [THING THEY HATE]?	WE'RE LOOKING FOR [X] HOMEOWNERS	WE'RE INSTALLING IN [AREA]	REGRETTING YOUR DIY LIGHTS?

DO NOT ADD MORE FRICTION THAN YOU NEED

Make it easy to raise a hand.

Your first form does not need to know everything about the job.

META LEAD FORM

Get the Spring Lighting Offer

FIRST NAME

LAST NAME

MOBILE PHONE

EMAIL

ZIP CODE

GET THE DETAILS →

Start short.

Get the contact. Then ask more questions on the next page, by text, or on the call.

GOOD

- Name
- Phone
- Email
- ZIP
- Homeowner?

TOO MUCH

- Exact footage
- Budget
- Roof type
- Every product choice
- Full project survey

A BETTER FLOW

AD → LEAD → FAST TEXT → CALL → QUOTE → FOLLOW-UP → SALE → REVIEW

REMEMBER **Sometimes the lead is not the problem. The system after the lead is the problem.**

BEFORE YOU SPEND

Score the offer.

Give each line a 1–5. If the offer is hard to explain or kills your profit, fix it first.

Easy to understand?	/5
Homeowner wants the result?	/5
Feels valuable?	/5
Your cost is low enough?	/5
One short line can explain it?	/5
Different from local ads?	/5
You can give it every time?	/5
Leaves enough profit?	/5
Real reason to act now?	/5
Leads to the job you want?	/5
TOTAL	/50

40–50: Test it. **30–39:** Make it clearer. **Under 30:** Fix it first.

What to run each season.

JAN–FEB	Spring hold. Price lock. Free plan.
MAR–APR	Deck bonus. Curb appeal. Landscape.
MAY–JUN	Backyard. Deck. Patio. Landscape.
JUL	Patriotic scenes. Backyard. Whole property.
AUG–SEP	Football. Fall. Early holiday install.
OCT	Halloween. Christmas. Wreath bonus.
NOV	Holiday-ready. No ladders. Neighborhood.
DEC	Last spots. Spring waitlist. Gift / spring hold.

LAUNCH ONE THIS WEEK

Pick it → Know the cost → Set the rules → Make the ad → Send fast follow-up → Quote → Follow up → Track the sale.

You have the hooks. Want them built into a real ad account?

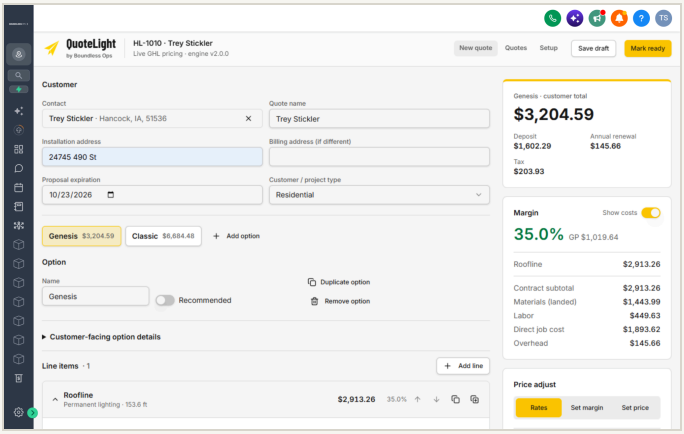
Book an Installer OS demo. See the lead-to-close system, QuoteLight, and the growth tools you can add when you are ready.

ONE PART OF INSTALLER OS

Meet QuoteLight.

A simple quote tool made for lighting installers. Build the quote inside the same sales system instead of bouncing between random tools.

- Built for lighting jobs
- Faster quote flow
- Keeps the sales process in one place



READY TO SEE IT?

Book an Installer OS demo.

Scan the code or go to **boundlessops.com/installer-os**

BOOK A DEMO →

We give you the playbook. Installer OS helps you run the playbook.