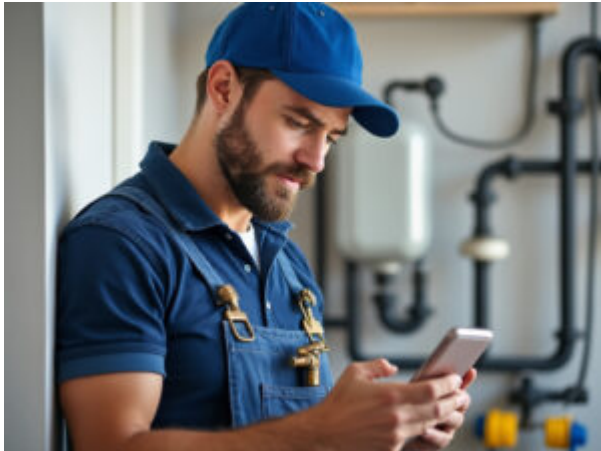


The Plumbing Code: Secrets to Legally Awesome Plumbing

written by Vicky Barry | September 1, 2024



Welcome back, my plumbing apprentice! Today, we're diving into the world of plumbing code, the unsung heroes of our trade. (yes, I've said that out loud) Think of codes as the script to the plumbing blockbuster you're starring in. Ignore them, and you're not just risking your job; you're setting yourself for failure. Some plumbers tried to circumvent the code, but the ones that survived the longest tend to embrace the code and become the building inspector's friend. As a result, they get more jobs, they get less stress, and they make more money. This is part of the [10 Essential Plumbing Tips Every Apprentice Must Know](#). Check it out.

Why Plumbing Codes Matter

Plumbing isn't just about making water flow where it should. It's about safety, health, and ensuring that your work stands the test of time and inspectors. Codes are the rules that keep our work from becoming the next episode of "When Plumbers Go Wrong." They're like the GPS for your plumbing journey, guiding you through the maze of pipes, fixtures, and vents.

The Plumbing Code Commandments

1. **Know Your Local Codes:** Just like dialects change from town to town, so do plumbing codes. What's kosher in Kansas might get you a citation in California. Always start with local regulations. They're your bread and butter.
2. **Pipe Sizing:** Ever heard of the Goldilocks principle? Your pipes need to be just right. Too small, and you're looking at clogs and pressure issues. Too big, and you're wasting materials and money. Codes help you find that sweet spot.
3. **Venting:** Venting isn't just about letting air in; it's about preventing a vacuum that could suck water out of traps, leading to sewer gas in your client's home. Codes dictate how and where these vents should go, ensuring your work doesn't turn into a stinky situation.

4. **Fixture Spacing:** There's an art to where you place your toilets, sinks, and showers. Codes ensure there's enough space for maintenance, usage, and that your bathroom doesn't look like it was designed by someone who's never seen a bathroom before.
5. **Materials:** Not all pipes are created equal. Codes tell you what materials are safe for what purposes. PVC in one place might be a no-go in another due to temperature or chemical exposure.

The Plumbing Code Chronicles

Imagine you're building a castle, but instead of swords and dragons, you're dealing with pipes and permits. Your codes are your blueprint, ensuring your castle doesn't crumble under the weight of legal scrutiny or actual water pressure. Here's how to navigate them:

- **Study Regularly:** Like any good story, codes have sequels and updates. Keep up with them. There are courses, seminars, and online resources. Make it a habit.
- **Ask Questions:** If something in the code confuses you, ask. Whether it's a senior plumber, a code official, or an online forum, don't let confusion lead to violation.
- **Document Everything:** Keep records of your work. If you're ever questioned, you want to pull out your "code compliance" folder faster than a magician pulls a rabbit from a hat.
- **The Code as Your Ally:** Use codes to your advantage. When a client asks for something that's not up to code, you're not just saying no; you're protecting them from future headaches.

The Apprentice's Code

Remember, apprentice, every code you learn is a tool in your belt. They're not there to stifle your creativity but to channel it into safe, effective, and legal plumbing solutions. When you master the codes, you're not just a plumber; you're a plumbing knight, sworn to protect homes from the dark forces of leaks, floods, and health hazards.

So, embrace the codes. Study them like you would the latest action flick. Because in the world of plumbing, knowing your codes isn't just about passing inspections; it's about crafting a legacy of work that stands firm against time, tide, and the occasional overzealous inspector.

Stay tuned for more adventures in the plumbing realm, where every turn of the wrench could be a turn in your epic saga. Until next time, keep your codes close and your pipes closer!

Plumbing Code References:

- [International Plumbing Code](#) (IPC) – Your bible for plumbing codes.
 - [National Standard Plumbing Code](#) (NSPC) – Another key text in your plumbing library.
-

The Most Profitable Tool For Plumbers, The Drain Snake

written by Vicky Barry | September 1, 2024



Welcome, my apprentice, to the sacred art of drain snaking, where patience meets precision, and where you, the plumber, become the hero of the household. Today, we delve into the world of the drain snake, your best friend in the plumbing universe and your quick job profit maker.

The Philosophy of the Snake

"The snake is your friend" isn't just a catchy phrase; it's a lifestyle. In the words of the great philosopher, [Douglas Adams](#), **"Don't Panic!"** should be your mantra when facing a clogged drain. Panic leads to the dark path of chemical drain cleaners, which, as we know, can be as destructive and environmentally, unsafe. Instead, embrace the snake, for it offers a gentle, yet firm, solution to your clogged drain problems.

The Profit in Snaking:

A good friend of mine is a plumber, but only does one thing: Snaking Drains. Because it's usually an easy job and its quick profit. For the enterprising plumber starting out, armed with nothing but a trusty snake and a willingness to dive into the murky depths of household plumbing, the profit potential is surprisingly robust.

Imagine this: each unclogging job, a battle against the unseen forces of hair, grease, and who-knows-what, can fetch you anywhere from \$150 to \$400, depending on the severity of the clog and your locale's pricing norms.

*Forbes Magazine wrote an article on Roto-Rooter and said "Their services cost upwards of \$100 for smaller projects to over \$3,500 for larger projects. On average, however, expect to pay **between \$160 and \$575.**"*

Now, if you're the kind who can charm a snake (the plumber's kind, not the garden variety) through pipes with the finesse of a maestro, you might find yourself averaging 15 jobs a day, like our friend from the [X posts](#). That's potentially \$6,000 a day, though let's not get too carried away with our abacus; even half that, and you're looking at a lucrative venture. Remember, though, this isn't just about the snake; it's about your reputation, your speed, and your ability to not gag at the sight of what comes out of those pipes. So, with a bit of marketing savvy (perhaps avoiding the term 'snake' in your ads), you could snake your way to a profitable business, one drain at a time.

Understanding Your Snake Tool (no joke intended)

A drain snake, or plumber's snake, is not just a piece of metal; it's an extension of your will. As the famous plumber, Mario, once said, albeit in a different context, "Let's-a go!" – this should be your battle cry when you pick up your snake. It comes in various forms, from the basic hand-cranked model to the mighty electric snake, each designed to tackle different beasts lurking in your pipes.

The Plumbers Snake Technique

1. **Preparation:** Before you dive in, remember, "[Measure twice, cut once](#)" applies here too. Assess the situation. Know your enemy and more specifically how far down the pipe it might be. Is it a slow drain or a complete blockage? This will dictate your approach.
2. **Insertion:** Gently insert the snake into the drain. Think of it like threading a needle, but instead of fabric, you're dealing with the fabric of the household's sanity, there is nothing worse than doing more damage than good. My father used to say, be forceful, but not bullish.
3. **Manipulation:** Here's where the magic happens. As you feed the snake, feel for resistance. This isn't just about brute force; it's about finesse. You're not just pushing; you're probing, feeling, and sometimes, gently persuading.

4. **Retrieval:** Once you've broken through the clog, slowly retract the snake. This part is like pulling Excalibur from the stone – dramatic, satisfying, and often, a bit messy.

The Wisdom of the Plumbers Snake

[“Water flows downhill](#), but clogs can make it stubborn,” as the saying goes in plumbing circles. The snake teaches us that sometimes, the solution isn't about adding more force but finding the right path. As Sun Tzu (Art of War) might have said if he were a plumber, “Know your pipes, know your clogs, and a thousand battles will be won without a fight.”

Real-Life Application

Remember, every drain has a story. Each clog is a chapter in the saga of household plumbing. Your snake isn't just clearing a drain; it's solving a mystery. Like Sherlock Holmes with his magnifying glass, you, with your snake, are uncovering the truth one turn at a time.

Conclusion

So, my apprentice, embrace the snake. Let it be your guide through the dark, damp underbelly of homes. With it, you'll not only unclog drains but also learn patience, precision, and perhaps, a bit of plumbing philosophy. Remember, “The snake is your friend” – treat it well, and it will serve you loyally.

For more tales of the snake and its adventures, or for further enlightenment on the path of plumbing, stay tuned to our blog. Until next time, keep your snakes sharp and your drains flowing!

Suggested Plumbers Snake:

- [VEVOR Drain Cleaner Machine 100FT](#)
- [WORKPRO 20V Electric Drain Auger](#)

[10 Essential Plumbing Tips Every Apprentice Must Know](#)

written by Jude Campbell | September 1, 2024



Here are some pieces of advice or wisdom that experienced plumbers might pass on to their apprentices

These nuggets of wisdom not only help in mastering the trade, but also in navigating the professional world of plumbing. They combine practical advice with a bit of life philosophy, tailored to the unique challenges faced by plumbers.

1- “Measure Twice, Cut Once”



is the sacred scripture in the holy book of plumbing, where ‘twice’ is just the starting bid, and ‘once’ means you’ve probably already messed up. Here in the realm of pipes, fittings, and the ever-present threat of an impromptu indoor water feature, this phrase isn’t just friendly advice; it’s your lifeline. Forget it, and you’re not just looking at a redo, but potentially auditioning for a role in “Waterworld: The Home Edition.” So, grab your measuring tape like it’s the Excalibur of plumbing, because in this game, precision isn’t just a virtue; it’s your only defense against turning a client’s basement into an accidental aquarium. For more tales from the trenches of tape measures and pipe cutters, swim over to the Measure Twice page, where we measure our success by how dry the floors [Visit the Measure Twice blog post](#)

2- “Righty Tightly, Lefty Loosey”



isn't just a catchy rhyme to keep you from looking like a fool with a wrench; it's the alpha and omega of screw-based wisdom, the bread and butter of bolt behavior. Imagine it as the secret handshake of the hardware world. Turn it to the right, or as we say in the biz, clockwise, and you're in for a snug relationship between nut and bolt – it's like they're holding hands tighter than teenagers at a horror movie. But, should you desire freedom, a release from this mechanical embrace, you go left, counterclockwise, where things loosen up faster than a belt after Thanksgiving dinner. This isn't just advice; it's a universal law, like gravity, but for anyone who's ever faced the existential crisis of a stuck jar lid or a stubborn screw. Remember, in the dance of the threads, getting the direction right means you lead; get it wrong, and you're stepping on toes, or worse, stripping screws.. [Visit the Righty Tightly Blog Post](#)

3- Always Have Spare Parts



Keeping extra fittings, washers, and common repair parts on hand can turn a two-trip job into a one-trip success. In the plumbing world, time is as precious as water, and nothing eats into your schedule like an unexpected second trip for parts. **A Plumber's Best Friend: The Spare Part Stash** isn't just advice; it's a mantra for efficiency. By stocking your van with extra fittings, an assortment of washers, and those frequently needed repair components, you're not just prepared; you're setting the stage for a one-trip success story. This proactive approach not only saves you the hassle and time of additional store runs but also elevates your service quality, ensuring you can fix issues on the spot. This readiness transforms potential setbacks into seamless, swift resolutions, enhancing customer satisfaction and your reputation as a reliable plumber. [Visit the Always Have Spare Parts blog post](#)

4- The Customer Is Not Always Right



But They Are Always the Customer – Teaching how to handle disputes or misunderstandings with professionalism. In customer service, the adage “the customer is always right” often leads to unrealistic expectations. Instead, acknowledge the customer’s perspective with humor and empathy, even when correcting them. Offer solutions professionally, maintaining the balance between satisfaction and policy integrity. Remember, they’re always the customer, deserving respect, not always agreement. [Read The Ultimate Plumbing Pro’s Guide to Problem Customers blog post](#)

5- Water flows downhill, the Importance of Gravity



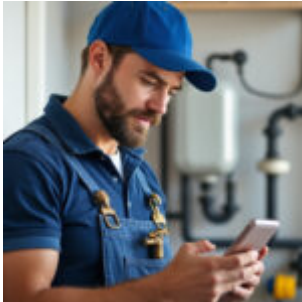
Gravity, the unsung maestro of the plumbing world, dictates that water flows downhill, shaping the very essence of how we design, install, and troubleshoot plumbing systems. This fundamental force ensures that wastewater leaves our homes, that drainage systems function without pumps, and that the integrity of our structures is maintained through proper water flow management. Beyond the pipes, this principle serves as a metaphor for life and business; just as water seeks the lowest point, problems often originate from overlooked or higher-up issues, cascading effects throughout any system. Understanding and respecting gravity’s role is not just about preventing floods or backups; it’s about recognizing the flow of consequences in every action taken upstream. [Read the full blog post on Water flows downhill, the Importance of Gravity](#)

6- “The Snake is Your Friend”



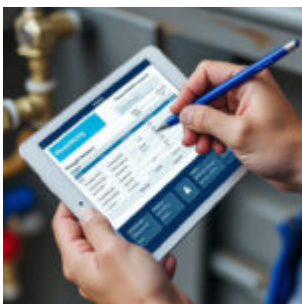
The drain snake isn't just a tool; it's your trusty sidekick in the battle against clogs and earning easy money (or at least 50% of the time). Think of it as the lightsaber of your plumbing toolkit, cutting through the dark side of hairballs, grease, and who-knows-what-else. Master the art of the snake, and you'll unclog drains with the finesse of a Jedi, avoiding the dark path of chemical drain cleaners which promise quick fixes but often lead to bigger woes. Remember, with great power comes great responsibility – use your snake wisely, young padawan. Visit the [The Most Profitable Tool For Plumbers, The Drain Snake](#) blog post.

7- “Know Your Plumbing Codes”



Plumbing isn't just about making things work; it's about making them work legally. Building codes are the commandments you didn't know you needed in your life. They dictate everything from pipe sizes to venting requirements, ensuring that your work not only functions, but does so safely. Ignoring these can turn your masterpiece into a code violation faster than you can say “back to the drawing board.” So, study them like they're the latest blockbuster movie plot – because in plumbing, knowing the codes is knowing the future. [Check out the “The Plumbing Code: Secrets to Legally Awesome Plumbing” blog post.](#)

8- “The Art of the Estimate”



Pricing your work is an art form, not just a number game. You're not just selling your time; you're selling peace of mind, expertise, and the promise of a leak-free future. Always factor in the unseen – those sneaky issues that love to hide until you're elbow-deep in a project. Your estimate should be like a good story: compelling, believable, and with a bit of buffer for the unexpected plot twists. [Learn to quote like a pro with “Estimating Excellence: The Plumber's Guide.”](#)

9- “Respect the Tools”

Let's talk about the indispensable tools that every plumber relies on to tackle everything from leaky faucets to complex pipe systems. Discover how these tools not only enhance efficiency and precision, but are crucial for maintaining the integrity of our daily water systems. We'll cover the must-have gadgets, their uses, and why investing in quality tools is as vital as the skills of the plumber themselves. Whether you're a DIY enthusiast or a professional, understanding these tools will give you a deeper appreciation for the art and science of plumbing.. [The Tools of The Trade, a New Plumbers Guide](#)

10- “The Leak is Never Where You Think It Is”

This isn't just a tip; it's a plumbing proverb. The source of a leak is often as elusive as a good pun in a serious conversation. When water appears, remember, it's just the symptom. The cause could be lurking anywhere, from behind walls to under floors. Your detective skills are as crucial as your wrench-turning abilities. Follow the trail of moisture, listen for the whispers of drips, and you'll uncover the truth. For more on this, check out “The Leak Detective's Handbook.”

Here are a few ☐ bonus T.I.P.S for good measure

Never Bite Off More Than You Can Chew – Know your limits. It's better to ask for help or refer a job you can't handle than to make costly mistakes.

Cleanliness is Next to Godliness – Keeping a work site clean not only prevents accidents but also shows professionalism. Also, clean joints make for better solders.

Learn to Use Your Tools Properly – Knowing how to use tools efficiently and safely can make a huge difference in job quality and time management.

Always Turn Off the Water – Before starting any work, ensure the water supply is off to avoid unexpected floods.

Plumbing Isn't Just About Pipes; It's About People – Understanding customer service, explaining issues in layman's terms, and ensuring the client feels heard and respected is as important as the technical work.

These nuggets of wisdom not only help in mastering the trade but also in navigating the professional world of plumbing. They combine practical advice with a bit of life philosophy, tailored to the unique challenges faced by plumbers. There you have it, the complete set of plumbing commandments for the modern apprentice. Follow these, and you'll not only keep the water where it belongs but also keep your sanity intact in the face of plumbing's unpredictable nature. Remember, in plumbing, as in life, always be prepared for the unexpected – because that's where the real adventure begins!

Ultimate Plumbing Pro's Guide to Water Flows and Gravity

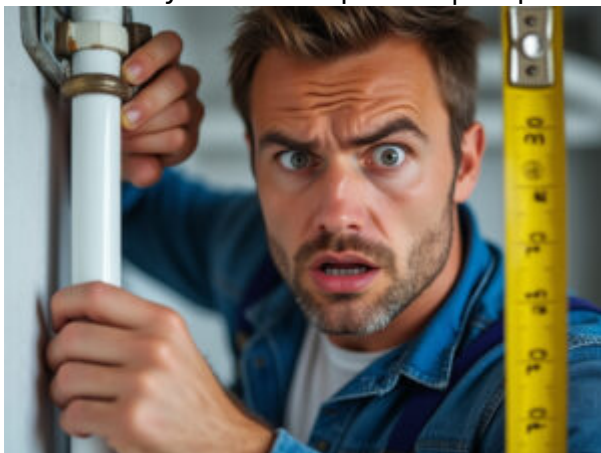
written by Vicky Barry | September 1, 2024



Gravity It's the unsung hero of plumbing

Plumbers: Why is "Measure Twice, Cut Once" So Important?

written by Jude Campbell | September 1, 2024



"Measure Twice, Cut Once" is like the ancient plumber's proverb, but in the world of pipes, it's less of a suggestion and more of a 'do this or enjoy your new indoor swimming pool' kind of deal.

How Do I Apply Old School Methods to a Modern CRM?

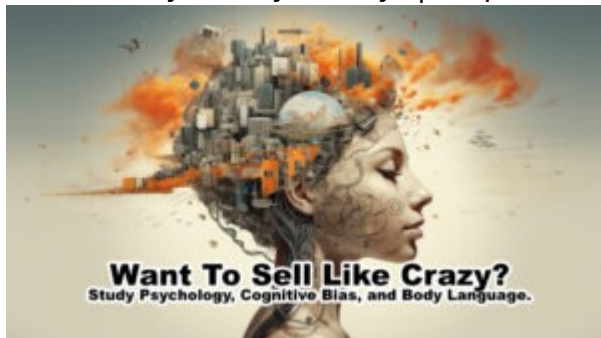
written by Vicky Barry | September 1, 2024



Applying old-school wisdom to modern technology is a incredible method of growth

Want To Sell? Study Psychology, Cognitive Bias, and Body Language.

written by Vicky Barry | September 1, 2024



Sales isn't just about having a great product or delivering a pitch-perfect presentation. It's about understanding people. The most successful salespeople are those who delve deep into the human psyche, leveraging knowledge from psychology, cognitive biases, and body language. By mastering these areas, you can significantly enhance your sales prowess and connect with your customers on a deeper level.

1. The Power of Psychology in Sales

Psychology plays a pivotal role in the sales process. It helps salespeople understand what drives their customers, what motivates them, and how they make decisions.

"People don't ask for facts in making up their minds. They would rather have one good, soul-satisfying emotion than a dozen facts." –

Robert Keith Leavitt

By understanding the psychological triggers that influence purchasing decisions, salespeople can tailor their approach to resonate with their audience. For instance, the principle of reciprocity suggests that people feel obligated to return a favor. In sales, this could mean offering a free trial or sample, which can increase the likelihood of a purchase later on.

2. Cognitive Biases: The Hidden Influencers

Cognitive biases are systematic patterns of deviation from norm or rationality in judgment. They influence our buying decisions, often without us even realizing it.

"The best salespeople know that their expertise can become their enemy in selling. At the moment they are tempted to tell the buyer something, instead they should be asking a question." –

Neil Rackham

Some of the most influential cognitive biases in sales include:

- The [Anchoring Bias](#): This is where people rely too heavily on the first piece of information they hear. In sales, setting a higher initial price (even if you plan to offer a discount later) can make your actual selling price seem like a bargain.
- The [Confirmation Bias](#): People tend to search for and interpret information in a way that confirms their pre-existing beliefs. Salespeople can use this by presenting information that aligns with a customer's existing opinions.

3. Body Language: The Unspoken Sales Tool

Body language can speak volumes. It can convey confidence, interest, trustworthiness, and a myriad of other emotions and characteristics.

"The body says what words cannot." –

Martha Graham

For salespeople, understanding and harnessing the power of body language can be transformative. Some key aspects include:

- **Mirroring:** Subtly mimicking the body language of your customer can create a sense of rapport and trust.
- **Open Posture:** Standing or sitting with an open posture (not crossing arms or legs, for instance) can convey confidence and openness.
- **Eye Contact:** Maintaining appropriate eye contact shows you're engaged and trustworthy.



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But I Sell online, How Can This Bias Stuff Help?



In the digital age, many salespeople might wonder how these principles apply to online sales. After all, you can't read body language through a screen, right? While the dynamics might differ, the core principles of psychology, cognitive biases, and even "digital body language" remain crucial for online sales success.

1. Digital Psychology and User Experience (UX)

Online, the user experience is your sales pitch. Every click, every page, and every pop-up plays a role in guiding your potential customer through the sales funnel.

"Make your marketing so useful, people would pay for it."

– Jay Baer

Understanding the psychology of your users can help in designing a more intuitive and user-friendly website. For instance, the principle of the 'Paradox of Choice' suggests that when presented with too many options, consumers are less likely to make a purchase. Streamlining choices on your website can lead to better conversion rates.

2. Cognitive Biases in Digital Marketing

Even in the digital realm, cognitive biases play a significant role in influencing purchasing decisions.

- The Bandwagon Effect: Online reviews and testimonials can be powerful. When people see others buying or endorsing a product, they're more likely to jump on the bandwagon.
- Scarcity Bias: This is seen when online stores highlight limited stock or use countdown timers for sales. The fear of missing out can drive quick purchasing decisions.

3. Digital Body Language

While you can't see your online customer, their digital behavior provides a plethora of insights. Digital body language refers to the cues and behaviors that consumers exhibit online and can include everything from the time spent on a page to the movement of their mouse.

"In the digital space, attention is a currency. We earn it. We spend it." – Brian Solis

For instance:

- Click Patterns: Which parts of your website are customers most engaged with? This can give insights into what's working and what's not.
- Bounce Rate: If potential customers leave quickly, it might indicate that they didn't find what they were looking for or were put off by the design or usability.
- Cart Abandonment: If users are adding items to their cart but not completing the purchase, there might be a barrier in the final stages of your sales process.

Digital Conclusion

Whether you're selling face-to-face or behind a screen, the principles of psychology, cognitive biases, and body language (or its digital equivalent) remain paramount. By understanding and harnessing these principles, online sellers can create a more engaging, intuitive, and persuasive digital sales experience. Remember, in the online world, every click tells a story. Make

sure you're listening.

Menu Selling in the Digital Age with a CRM

Incorporating the principles of psychology and cognitive biases into online sales is made even more effective with tools like [SellingLane.com](https://sellinglane.com). Menu selling, traditionally a method used in face-to-face sales scenarios, has been revolutionized for the digital age by SellingLane's menu selling system. By presenting customers with a clear, concise menu of product options and packages, it leverages the principle of simplifying choices, making the decision-making process smoother for the online consumer.

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole." – Theodore Levitt

SellingLane understands this concept deeply. Their platform is designed to present products and services in a manner that resonates with the consumer's core desires and needs. Instead of overwhelming them with jargon and countless options, SellingLane's menu selling approach streamlines choices, making it easier for customers to understand the value proposition and make a purchase decision. This not only enhances the user experience, but also significantly boosts conversion rates. In a digital landscape where attention spans are short, and competition is fierce, tools like SellingLane can indeed make all the difference.

Bottom Line

In sales, understanding the product is just the tip of the iceberg. To truly excel, one must dive deep into the realms of psychology, cognitive biases, and body language. As Zig Ziglar once said,

"You don't have to be great to start, but you have to start to be great."

Start by understanding the human psyche, and watch your sales soar.



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[Ditching Your Job? The Top 10 Reasons People Quit Their Job And Start A Company](#)

written by Vicky Barry | September 1, 2024



Ah, the daily drudgery of the 9-to-5—where your soul feels like it's wrapped in bureaucratic bubble wrap. It's as exciting as a tofu sandwich on gluten-free bread, am I right? But hold onto your neckties and pantyhose, folks! There's a whole other universe beyond the taupe walls of your cubicle, zoom calls and meetings that should've been emails. Ready to start a company, to take the red pill? Here are the top 10 reasons folks are tossing their ID badges into the 'meh' pile and diving headfirst into the kaleidoscopic chaos of entrepreneurship!

- 1. Chasing the Dream, Not the Dollar,** Ever felt like your job was as inspiring as watching paint dry? Many do. Entrepreneurship is the canvas where passions come alive, turning hobbies into hustles and dreams into dividends.
- 2. Bye-Bye, Alarm Clock Tyranny,** Who decided 9-to-5 was the golden window of productivity anyway? Owning a business means you can ditch the alarm clock and work when you're at your brilliant best, be it at the crack of dawn or the witching hour.
- 3. Escaping the "Boss-zilla",** start a company the old adage, people quit bosses not companies, is so true. Bad bosses aren't just the stuff of movies. They're real, they're out there, and they're making employees dream of escape. Why endure the daily drama of a boss-zilla when you can be your own benevolent leader?



Bad Bosses Ruin Businesses

Ah, the world of bad bosses—a peculiar universe where every day feels like Monday! Here are some types you might have crossed paths with or heard about at the water cooler;

1. **The Micromanager:** Watches your every move like a hawk eyeing its prey. Did you really need approval to staple those papers together?
2. **Ghost Boss:** Almost mythical in nature. You've heard tales of their existence but rarely see them. Communication? Ha, good luck!
3. **Credit Thief:** Your ideas are suddenly theirs in every meeting. "Oh, that breakthrough strategy? That was all me."
4. **Mr./Ms. "Because I Said So":** No reasoning, no logic, just the good old "my way or the highway" approach.
5. **The Volcano:** Calm one moment, erupting the next. Their mood can switch faster than a light bulb.
6. **The Buddy-Boss:** Tries too hard to be your friend, often blurring professional boundaries. Sure, you wanted to discuss your weekend plans—but not during the yearly review.
7. **The Unrealistic Expectations Setter:** Wants a year's worth of work done in a week and wonders why it's not achieved.
8. **The No Feedback Freddie:** Never offers any guidance—positive or negative. It's like working for a wall.
9. **The Over-promiser:** Regularly makes promises they can't (or won't) keep. "You'll definitely get that raise... soonish... maybe."
10. **The Perpetual Pessimist:** No matter how well things are going, they can always find the dark cloud.

It's worth noting that everyone can have an off day, but these boss types display a consistent pattern of such behaviors, turning workdays into an endless game of survival. If you've encountered one of these or have your own to add to the list, solidarity! And here's to hoping for better workdays ahead. ☐

4. Climbing Imaginary Ladders Ever felt like you're trying to ascend a corporate ladder that's just... painted on the wall? Entrepreneurship offers a real trajectory, with sky's-the-limit potential and no glass ceilings in sight.

5. Side Hustles Turn Main Hustle That weekend gig designing quirky T-shirts? It just might out-earn your "real" job. When side gigs start raining cash, it's a sign from the universe to take the entrepreneurial plunge.

6. Financial Freedom (and Maybe a Yacht) Fixed salaries are so last century. Entrepreneurship is the golden ticket to financial freedom, where you're not just earning but building an empire. And who knows? Maybe there's a yacht in your future.

7. Unleashing the Inner Maverick In the corporate world, thinking outside the box often means picking a different shade of grey. Entrepreneurs, on the other hand, get to paint with the entire color spectrum. It's where innovation dances with creativity.

8. Crafting a Culture, Not Just Fitting In Tired of corporate jargon and soulless office spaces? As an entrepreneur, you're the master of your domain, creating a culture that's a reflection of your values, quirks, and that penchant for Funko Pop collectibles.

9. Because Plan B Became Plan A Sometimes life throws curveballs, like layoffs or recessions. But as the saying goes, when one door closes, a window to entrepreneurship flings wide open. Necessity, after all, is the mother of invention.

10. Building a Kingdom, Not Just a Career Entrepreneurship isn't just about making a living; it's about building a legacy. It's the chance to create something that'll outlive you, be it a brand, a product, or a legend.

The Bottom Line (With a Twist) Leaving the predictable world of traditional employment for the unpredictable seas of entrepreneurship isn't just a decision; **it's an adventure**. It's about chasing dreams, dodging "boss-zillas," and maybe, just maybe, buying that yacht. So, if the entrepreneurial bug has bitten you, remember: life's too short for boring 9-to-5s. Dive in, dream big, and let the adventure begin! □□□□

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written by Vicky Barry | September 1, 2024

BASIC	PRO	ENTERPRISE
\$200 /month billed annually	\$800 /month billed annually	\$2,400 /month billed annually
Required Onboarding \$600	Required Onboarding \$5,000	Required Onboarding \$5,000
An entry tool for those new to inbound marketing	An integrated solution for professional marketers	An advanced platform for marketing teams
100 Contacts + \$100 per 1k extra	1,000 Contacts + \$80 per 1k extra	10,000 Contacts + \$60 per 1k extra
TRY BUY	TRY BUY	TRY BUY
Content Marketing	Everything in Basic, Plus:	Everything in Pro, Plus:
Email Marketing	Salesforce Integration	A/B Testing
Social Media	Marketing Automation	Predictive Lead Scoring
Analytics	Smart Content	Advanced Reporting
See all features	See all features	See all features

How you price your product or service can be as crucial as the product itself. One popular method that has proven effective across various industries is the use of pricing tiers. But what are they, and how can they benefit your business?

What are Pricing Tiers? According to the [US Chamber of Commerce](https://www.uschamber.com/co/),

“Tiered pricing offers flexibility and scalability to your customers, while offering you opportunities to upsell different service levels for added revenue.”

<https://www.uschamber.com/co/>

Pricing tiers are a structured way of presenting different price points for a product or service, each offering varying levels of value or features. It's a strategy that caters to a diverse customer base with different needs and budgets.

The Anatomy of Pricing Tiers

1. **Entry-Level Tier:** This is the most basic version, often priced at the lowest point to attract maximum customers. It provides essential features suitable for beginners or those with minimal needs.
2. **Mid-Level Tier:** A step up from the basic, this tier offers additional features and benefits, targeting customers who need more than just the essentials but aren't looking for advanced features.
3. **Premium Tier:** The top-tier, often with the highest price point, offers all the bells and whistles. It's designed for customers who want the full range of features and are willing to pay a premium for it.

Benefits of Pricing Tiers

1. **Flexibility for Customers:** Tiers cater to a broad audience, from budget-conscious customers to those seeking premium offerings.
2. **Increased Revenue:** By offering a premium tier, businesses can cater to

customers willing to pay more for advanced features.

3. **Clear Value Proposition:** Each tier clearly defines what the customer gets, making the decision process more straightforward.
4. **Upselling Opportunities:** Once a customer is familiar with the basic tier, they might consider upgrading to access more features.



Example of tiered pricing, Fresh Desk makes it funkey.

Crafting Effective Pricing Tiers

1. **Understand Your Audience:** Know who your customers are and what they value. This understanding will guide the features you include in each tier.
2. **Highlight the Differences:** Ensure that the distinctions between each tier are clear and justifiable.
3. **Avoid Overwhelming Choices:** Too many tiers can confuse customers. Stick to a clear, simple structure.
4. **Regularly Review:** As your product evolves and the market changes, revisit your tiers to ensure they remain relevant and competitive.

Final Thoughts on Pricing Tiers Pricing tiers, when executed correctly, can be a game-changer for businesses. They provide clarity, choice, and value to customers while maximizing revenue opportunities for the company. As with any strategy, it's essential to keep the customer's needs at the forefront, ensuring that each tier offers genuine value. Remember, it's not just about different price points; it's about delivering varying levels of value that resonate with your target audience.



Start Your Own Pricing Tiers with Selling Lane

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Unlimited Free for Startups – or Upgrade for Only \$25

No credit card needed to try, startups get the CRM **free forever**

Or get the discounted [Business Max Plan for \\$75](#)

Consistency: The Antidote to the Rollercoaster Pipeline

written by Vicky Barry | September 1, 2024



The unpredictability of sales results has long been a Rollercoaster challenge for businesses. Peaks of success followed by valleys of low performance can wreak havoc on forecasting, morale, and growth strategies.

“Good month, bad month – the Hero to Zero effect of poor CRM utilization”

[Jude Campbell](#) *the managing partner at Selling Lane*

This phenomenon, known as the rollercoaster effect, stems from outdated pipeline techniques. However, the modern solution, a Customer Relationship Management (CRM) system, promises to transform this inconsistency into a steady upward trajectory.

Understanding the Rollercoaster Effect

The rollercoaster effect paints a picture of erratic sales performance. Imagine a month where your sales team is celebrating record-breaking numbers, only to face a steep decline in the subsequent month. Such volatility isn't merely a morale dampener; it's a significant impediment to strategic business planning.

CRM: The Beacon of Consistency

1. **Centralized Data Storage:** By acting as a unified repository for all customer-related data, a CRM ensures that every team member operates with uniform information, fostering consistent communication and engagement with potential clients.
2. **Automated Follow-ups:** Missed follow-ups often contribute to the rollercoaster effect. CRM's automated reminders and scheduling tools ensure that every lead receives timely attention.
3. **Data-Driven Insights:** Moving away from intuition-based decisions, CRM systems offer insights rooted in concrete data about customer behavior. This shift enables sales teams to refine their strategies for more

predictable and consistent outcomes.

4. **Streamlined Sales Process:** By automating various sales stages, from lead capture to deal closure, a CRM not only conserves time but also guarantees that every lead experiences a consistent nurturing process.
5. **Enhanced Customer Relationships:** CRM's essence lies in nurturing and elevating relationships. With a comprehensive view of each customer, sales teams can craft personalized interactions, fostering trust and ensuring consistent sales.

The Power of Consistency

In the competitive arena of sales, achieving consistency can set a business apart. While occasional highs from the rollercoaster effect might seem appealing, the accompanying lows can be detrimental. A balanced approach offered by a CRM system ensures sustainable growth without dramatic fluctuations.

Well, that was interesting, but there's more

Old pipeline techniques and their resulting rollercoaster effect are becoming obsolete. In the contemporary business landscape, the demand for consistency is paramount. Adopting a cutting-edge CRM system like Selling Lane can be the catalyst for not just matching the competition but outpacing it. Embrace a future of steady, consistent growth and leave the peaks and valleys behind.

□□



Avoid the Sales Rollercoaster With Selling Lane

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