

ALL DAY FENCING

NEWSLETTER

DECEMBER 2008

HOLIDAYS



All Day Fencing head office is closed for the annual holiday period from the 23rd of December through to January the 12th. We wish our franchisees a very happy Christmas break, and we look forward to a successful and prosperous new year!

VACATION AUTO RESPONDER

Service your customers while you are away! Use your Gmail vacation responder to inform customers of your holiday period. This will send an automatic email back to the sender informing them of your business hours and holiday arrangements.

Follow these instructions to setup your auto-responder.

1. Open your **Gmail homepage**,
2. Click on the **settings** tab in the top right corner,
3. Scroll down to **'Vacation Responder'** and check the box marked **'Vacation responder on'**.

4. Add the following text to the subject box:

All Day Fencing Holiday Trading Information

5. Add the following text to the message box:

Hello, thank you for your email.

All Day Fencing are currently on annual holidays until the 12th of January. If you seek information on our range of products and services, please visit our website www.alldayfencing.com.au, where you can design, estimate and book a free quotation online. All requests for quotes received during the holiday period will be promptly attended to on our return.

We would like to take this opportunity to wish all our customers a Very Merry Christmas and Happy New Year.

6. **SAVE YOUR CHANGES!** - you may save the same message to your mobile phone message bank, and, have a stress free holiday while the website answers customer enquiries and generates work!

*****Don't forget to turn off your vacation responder upon your return!**

NEWS AND REVIEWS

All indications are that 2009 is going to be a big year for growth in the fencing industry. Work leads for the January/February period are very strong compared to the same time last year.

Take advantage of the seasonal demand. Demand for ...

fencing, decks and pergolas is strong during the spring and summer months, particularly for the natural fencing styles. Take advantage of the demand by doing as many quotes as possible. Some of the jobs quoted on now will eventuate during the end of summer through to winter.

TIPS & ADVICE

Most of the building and construction industry closes for the Annual holidays from Christmas eve to the second week of January. This includes many suppliers and sub-contractors.

During the holiday period the most important thing to do is to enjoy a holiday without the stress of work! Don't be tempted to answer the phone or emails if you want to take a break. Your health is your wealth. Work can wait, you will be more efficient if you are well rested. Also it can be very hot in January!

Having said that, if you are committed to working during the holiday period, make sure you take the time for a break later in the year.



ADVERTISING NEWS

We have taken a major leap in advertising to generate more work for 2009. Cumberland and Courier newspaper groups merged and altogether All Day Fencing is now advertised in 29 weekly newspapers across Sydney and three annual publications. We have also secured editorials for the Hills District and Upper North Shore to come out in the next few months.



This is well up from the 9 publications we appeared in throughout 2008 and we are expecting an increase in work leads by 100% or more.

WEBSITE STATISTICS

The website statistics for www.alldayfencing.com.au are increasing. some of the results for the month are as follows;

Last week	hits	563	pages viewed	1,411
Last Month	hits	3,018	pages viewed	8,589
Forms sent from website,	last month			64

*Statistics will be posted quarterly.

