

# Market Your Professional Status



# Congratulations...

Investing time and money in this achievement distinguishes you and your company. NFI Certified Professionals are among the top professionals in your field. Letting consumers know about your commitment to professional excellence can help them select the right hearth products and promotes your considerable professional assistance. NFI wants to help you.

Use the materials NFI has supplied to you. In your certification package, you will find tools for your company to increase public awareness and consumer confidence in your products and services.



*“Being certified has given my customers even more confidence in my skills.”*

Achieving certification is only the first step in building consumer confidence about your expertise. The next step is using the marketing tools NFI gives you to communicate your reputation to the community. But don't forget: the best tools are customers telling family and friends about your abilities and courteous professionalism. Build that all-important word-of-mouth reputation by following through on

- Helping customers make the best choice of products
- Making sure the system is carefully planned and installed
- Following up to make sure the system performs properly and that customers understand operation and maintenance.

# Show Your Stuff

## WEAR NFI PROUDLY

### Sleeve Patch

This sew-on logo patch should be positioned on the sleeve or above the breast pocket.



**Note:** Only currently certified NFI Specialists are authorized to wear an NFI patch.



### Photo ID Card

This wallet ID is to be carried for identification purposes. Certified Professionals should show their photo ID card to customers whenever visiting them at their home for preliminary planning visits, installations, or service. This introduction not only makes a positive, professional impression; it also puts security-conscious residents at ease.

**Note:** If your NFI ID Card does not have a photo, you can arrange for one by using your last name and ID Number to log on to [www.nficertified.org](http://www.nficertified.org) and uploading your picture.

### T-shirts & Caps

Embroidered logo T-shirts and caps. While NFI strongly recommends company uniforms, NFI apparel is available as a less costly alternative.





# Drive Your Business

DISPLAY NFI PRIDE



## Window and Truck Decals

Pressure-sensitive Window Decals can be used on the door or window of your store, as well as the window of your company's van or truck. It demonstrates the Certified Specialist status to current and potential customers. NFI Decals are available in two sizes: 4" x 5" and 10" x 18".



# Tell Your Customers

FIRE UP BUSINESS WITH NFI

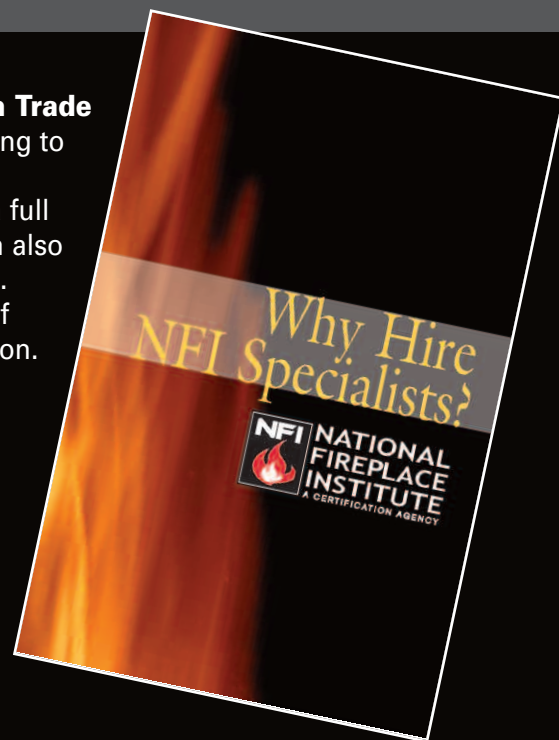


## Hang up Your NFI Certificate

Display your NFI Certificate prominently to draw customers' attention. It fits perfectly into an 8.5" x 11" frame.

## Flyer for Construction Trade

Strengthen your marketing to building contractors and developers trades with a full color sheet flyer that can also be attached to estimates. You'll further set yourself apart from the competition.



## "Play It Safe" Brochures & Display

These brochures establish customer confidence in your professional status. The brochure outlines decisions that require professional knowledge in planning and installing hearth systems and underscores the achievement represented by NFI Certification.

The Point of Purchase Display is designed for countertop use within easy reach of customers. Brochures can also be distributed in promotional mailings and at home shows. Additional brochures and holders can be ordered from NFI.



# Get on the Air

TELL THE WORLD ABOUT NFI CERTIFICATION

## TV Commercials & Radio Spots

Many hearth professionals run radio or TV commercials. Here are some copy options to promote your NFI status:

### Tag Lines:

"Because we are committed to professional excellence, we have NFI Certified Specialists on staff."

"We have NFI (National Fireplace Institute) Certified Specialists on staff who can plan and install your new fireplace or stove."

"For the most professional planning and installation of your fireplace, call us. We have NFI Certified Specialists on staff."

**We go the extra mile to  
provide you with professional  
planning and installation.**

**Call us!**

**We have NFI Certified  
Specialists on staff.**



### 30-Second Radio Spot:

"(Company name) now has NFI Certified Specialists on staff. NFI is the National Fireplace Institute, an independent, national agency dedicated to training and certification of fireplace professionals. Certification is a good indication of commitment to the highest professional standards. That's why (company name) is proud to offer you professional planning and installation from NFI Certified Specialists. Call us today for professional assistance with your new fireplace or stove."



# Start the Presses

SPREAD THE NEWS ABOUT YOUR NFI CERTIFICATION

## Advertisements

The NFI Certified Logos in jpeg, eps, and tif formats come in 2-color as well as black and white and are ideal for use on your website, letterhead, invoices, proposal documents, print advertisements, brochures, business cards, or yellow page ads. Logos can be downloaded from the NFI website (by using your last name and ID number to log in to [www.nficertified.org](http://www.nficertified.org)) and are available in the format and resolution you wish.



**Note:** Logos can only be used by currently certified individuals and by companies with currently certified specialists on staff.

**To order additional materials, log in to [www.nficertified.org](http://www.nficertified.org)**

## Other Ways to Light Up Your Phone Lines

- Mention your NFI Certification in your business phone's voicemail message:  
"Thanks for calling John's Fireplace Shoppe, proud to employ National Fireplace Institute certified professionals to meet your hearth needs."
- Print seasonal flyers promoting how your NFI Certified Specialists can serve their fireplace and hearth requirements.
- Promote yourself to your local builders and contractors with a flyer that tells them how your NFI Certified Specialists are the people to call for construction projects from the planning stages to building inspector sign-offs.

# Let NFI Be Your Publicist

PRESS RELEASES ARE EASIER THAN EVER

## Press Release

A sample press release is enclosed in your company's certification package. Newspaper business editors or community news editors like to publish stories about professional achievements. Contact your local newspaper to learn the name of the appropriate editor. Then, simply fill out the press release form and NFI staff will send a tailored release for you. Be sure to include your insurance broker, too.



## Offer Experts

Let newspaper editors know that your company's NFI Certified Specialists would be available to answer any questions for stories about fireplace construction, hearth choices, fire safety and other news topics.

## Be Web Wise — Connect on the Internet

Be sure to mention your employees' NFI Certifications on your company's website, and add a "backlink" to **[www.nficertified.org](http://www.nficertified.org)** so customers, building and insurance officials can verify your certifications on the web. And you can expect calls from customers who found your company listed on [www.nficertified.org](http://www.nficertified.org), thanks to the backlink. Also, don't forget to add your company listing to your HPBA affiliate's website.



**NATIONAL  
FIREPLACE  
INSTITUTE**  
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