

## **COMMUNICATING YOUR HEALTHIER HOMES ADVANTAGE ONLINE COURSE BY RISE**

#### WHAT IS IT?

The demand for more sustainable homes and buildings has never been higher. Millions of homeowners are implementing energy efficiency upgrades to save money, lower their carbon footprint, and make their homes more comfortable and healthy places to live. Residential building professionals that can talk to the next generation of health-conscious and planet-conscious consumers will be the ones to outlast their competitors.

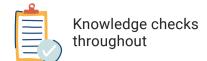
In this course, residential building professionals will learn how to talk to clients about how your product or service aligns with their values. Gain practical digital marketing tips for turning informed homeowners into paying customers.

#### **Course Objectives:**

- Compare and contrast the different buyer personas and understand how to speak to what matters most to them.
- Translate product details to homeowner benefits.
- Develop marketing strategies to communicate sustainable knowledge and attract more business.









## **COURSE OUTLINE**

MODULE

01

- Why Sustainability Matters
  - Sustainable Renovations
  - House as a System

MODULE

02

- Know Your Audience
  - Introduction to Buyer Personas
  - Sustainability Buyer Personas: Health, Wealth, and Planet

MODULE

03

- Marketing and Communicating Your Sustainable Knowledge
  - Selling the Benefits
  - Use the Right Terminology
  - Become a Storyteller
  - Be Searchable
  - Paid Advertising

RESOURCES

- Rise Sustainable Professional Free 1 Year Profile
- Toolkit





## ONCE YOU COMPLETE THE COURSE, YOU'LL GET:



### SUSTAINABLE PROFESSIONAL TOOLKIT

After completing the course, you will be able to download 3 resources to help you WOW your clients:

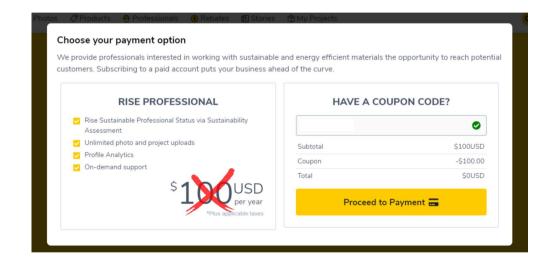
- 5 Things You Need to Know About Selling Sustainability
- The Starter Guide to a Sustainable Home
- Financing Energy Efficient Upgrades

# FREE 1-YEAR PROFESSIONAL PROFILE ON RISE

After taking the course, you are ready to join the Rise online home sustainability community of over 3 million homeowners!

With your new Rise profile, you will:

- List your services, certifications, project photos, and company bio
- Be searchable in many areas of the Rise platform, including "Find a Pro", "Home Lookbook", and "Explore Products
- View an analytics dashboard that shows valuable audience insights



# ENROLL TODAY!

education.buildwithrise.com











