

The 4 KEYS to World Class Content and Winning TRUST in the AI Era

Marcus Sheridan



“When all is said and done, what’s our job as marketers?”

“Remove All Doubt”

TRUST

But Times Have Changed

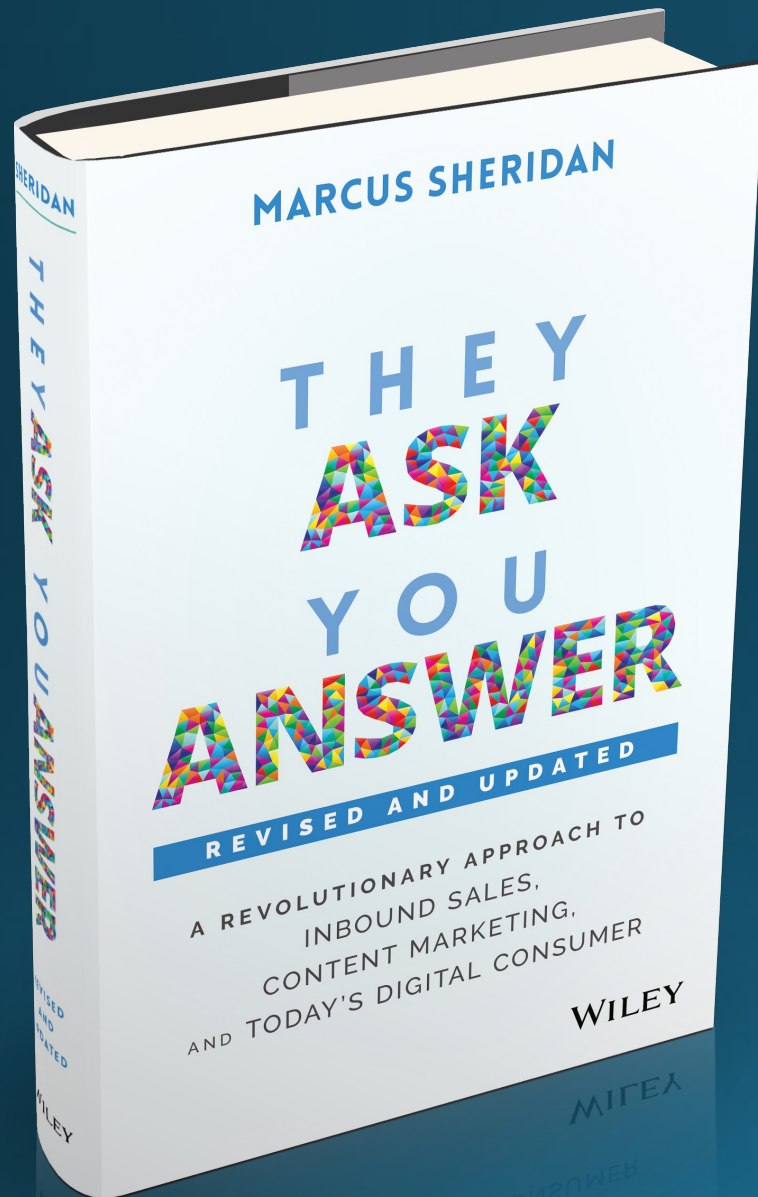
Buyers Today:

- They have more **access** than they've ever had.
- They are more **informed** than they've ever been.
- They are more **impatient** than they've ever been.
- They are **vetting** us more than they ever have.

They Are In Charge.

I used to be a pool guy





They ask.
You answer.

“But you don’t
understand Marcus”

If you want to become that voice of trust:

1. You must be willing to **tell** what others in your space do not.
2. You must be willing to **show** what others in your space do not.
3. You must be willing to **sell** in a way others in your space do not.
4. You must be more **human** in a way others in your space are not.

These are your 4 keys to trust in the AI age...

The Most Prolific
Marketing Model in the
World...



Tell

The Big Five:

What do buyers **really**
care about?

The Big Five:

The subjects that move every buying decision, in every industry.

Period.

1. Cost
2. Problems
3. Vs/Comparisons
4. Reviews
5. Best

COST

(pricing, rates, salaries, etc.)

A Guide to Fiberglass Pool Costs

One of the first questions potential pool owners want to know when they call our company is : **How much does a fiberglass pool cost?** Although this is a very difficult question to answer, I will try to do my best here to explain some general pricing guidelines.



The purchase of a swimming pool is much like the purchase of a vehicle or even a home. **With so many options available, price ranges can vary drastically.** Just as a Ford F150 can start around \$20k with just a basic package, it can quickly cost over \$40k once a shopper adds such items as power windows, CD player, all-leather interior, chrome finishes, extended cab, 4-wheel drive, 4 doors versus two, upgraded wheels, dual exhaust, spray-on bedliner, built-in GPS system, etc.

Considering that the average American sells or trades in their vehicle within the first five years of purchase, why do so many people elect to get so many upgrades? The answer is because most people understand the importance of **getting what they want the first time so as to not have any regrets down the road.** Because most Americans spend over 30 minutes a day in their vehicles, they want to make sure their vehicle will provide them with comfort, quality, longevity, and ease of use.

These same principles typically apply to most inground swimming pool shoppers.

You're going to see your pool every day for as long as you live in your home, and picking the right pool with the right options the first time is critical to ensure **maximum enjoyment with minimum maintenance.** Because of this, most shoppers elect to get the pool that will make them happiest in the long-run.

Unfortunately, some people only focus on the initial price of the pool with the goal of finding the cheapest contractor, therefore sacrificing low-maintenance, quality, warranty, and aesthetics, which inevitably leads to regret—especially considering that unlike a vehicle, a swimming pool cannot be traded in if one is dissatisfied and disenchanted.

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Some of the most common "add ons" found in the purchase of a swimming pool:

The cost of new HR system implementation: A complete guide

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Topics we'll be covering in our guide to HR system implementation:

Table of Contents

01

What is HR implementation?

03

How to uncover hidden HR implementation costs

02

The costs of HR implementation

04

HR system implementation checklist

Almost every HR software provider will have a clear pricing structure (cost per user, per month) on their website, but one thing that can lead to some confusion is... the cost of implementation. Implementing a new HR system (i.e. setting it up so it's ready to use within your organisation) can mean different things to different businesses.

Things to consider when implementing a new HR system:

1. **Do I need a full, 'boots on the ground' strategic implementation?** This will take more time to set up (around 6-12 months) and will come with a large capex cost (sometimes £30k or more).
2. **Does my business require a simpler implementation?** (i.e. you purchase your product and are supported whilst you set it up). With this option, you are likely to be up and running within 6-8 weeks and (in many cases) there will be no up-front cost for implementation.

When implementing a new HR system, if a provider offers 'free implementation', then there shouldn't be any hidden costs. However, if you request further training (outside the scope of what's been agreed) – then this **will** incur an additional fee.

Many providers will charge a daily rate for training, and they should be transparent with you about the cost of this prior to your agreement. **Daily rates will vary, but you can expect to pay within the region of £1000 per day + VAT.**

For more complex implementations, here are some of the 'hidden' HR software implementation costs you should be aware of:

Hidden HR software implementation cost	What to expect
Scope creep	If your project exceeds its agreed launch date, then this can come at a significant cost to a business. Forecasting is a skill, and your vendor should agree on a realistic timeline that works for all parties involved.
Wrong Team	There'll be many stakeholders involved in implementation. If you select the wrong vendor for your business, then this may incur hidden costs. Similarly, if the person chosen to manage the project within your team lacks project management skills, then this can prove detrimental to your budget.
Poor training	If your team isn't trained on how to use the software effectively, you'll be spending too much time on simple tasks, not to mention increasing your chances of error.

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How Much Should You Pay Upfront for a New Roof?

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August 17th, 2022 | 7 min. read



Dillon Chancey

[Print/Save as PDF](#)

At some point or another, every homeowner will need to invest in a new roof. Oftentimes, getting a new roof installed on our home is one of the biggest investments most of us will ever make on it other than the initial purchase price. That's why it's so important to choose a reputable roofing company when the time comes. However, with big investments come big questions. *Do I pay any money upfront? How much is too much? Am I being taken advantage of?*

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Truck Driver Salary: How Much Will I Make as an OTR Driver?



October 18th, 2021



SUBSCRIBE



Joe Goering

With over 30 years in transportation, Joe has developed an appreciation for the industry and how vital safe, high-quality drivers are to a company's success. As the former vice president of driver recruiting, Joe led a team of driver consultants while finding creative ways to attract drivers to ATS. He began his career earning a criminal justice degree while serving in the U.S. Army and joined ATS after being honorably discharged in 1990. During his time at ATS, he's served in various roles, including general manager of ATS International.

It's the question every over-the-road (OTR) truck driver wants to know: How much money will I make as an OTR truck driver?

The answer is, it depends.

And the reason it depends is that not only are there different types of truck drivers (company, lease and owner-operators) and different kinds of freight; you can haul that will impact your salary, but every driver is different and will spend more or less time off the road and at home.

If you don't have a good idea of what you'll make as an OTR driver and the ways in which you can increase your income, you may find yourself disappointed and unsatisfied. You'll feel the same way if you decide to haul one type of freight when you could make more hauling another type.

Perhaps you may even find yourself so unsatisfied that you begin chasing the next high-paying gig instead of sticking around in the trucking industry. And switching jobs — much less industries — is never fun.



I've been working in the trucking industry for over three decades, so I've watched salaries change as supply and demand have risen and fallen. I know how to help drivers maximize their income and I've been helping them do it for years.

In this article, I'll tell you how much you can make at a top-paying carrier in the trucking industry depending upon the type of driver you are. You'll better understand what factors impact your income and how you can maximize your income with a little extra planning.

What is my Driver Salary?

Historically speaking, OTR truck drivers typically made somewhere between \$45,000 and \$75,000 as a company driver or a lease operator, but **freight rates have dramatically increased** in recent years, so **expected salaries are higher** as a result. Nowadays, an OTR driver can make well over six figures.

Company Driver Salary

Company drivers can expect to make between \$75,000 and \$135,000 per year at a top-paying

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How Does an Independent Contractor Truck Driver Get Benefits?



February 2



SUBSCRIBE



Samantha Dwyer

Samantha joined the Anderson Trucking Family in November of 2012 as a specialized fleet manager and managed a fleet of mixed company and contractor drivers. In the spring of 2014, she transitioned to the driver administration department, and began working in contractor services. While in contractor services, Samantha familiarized herself with all processes, procedures and information in regards to driver contracts, pay and settlements. She is currently the operations support manager and oversees both the contractor services department as well as the driver settlement department and leads both of her teams to ensure our drivers receive the highest level of service required to help navigate their accounts and settlements on a daily basis.

- Truck and equipment insurance.
- Health insurance, Vision, Dental, Life.
- Retirement planning, Stocks, Bonds, Mutual funds.
- Where do you start when there's so much to do?

Trying to understand insurance and benefits plans is confusing, overwhelming, exhausting, daunting. There's so much to figure out; that it's difficult to know where to begin.

If you're new to the independent contractor lifestyle, you probably know by now that you need to secure benefits for yourself and your family. But you may not know how to do it. There are a lot of resources out there; the information isn't in one central location. That can make it even more difficult to find what you need to set up insurance policies and retirement accounts.

As the operations support manager at Anderson Trucking Service (ATS), one of my goals is to help ensure drivers feel supported — especially when they're navigating their accounts and settlements.

I'll discuss how you can set up truck and equipment insurance, health insurance and retirement accounts.

When you finish reading, you won't feel so overwhelmed about getting insurance and setting up retirement accounts. You'll know exactly how to get started.

What Kind of Benefits Do I Need as a Trucker?

As an independent contractor, you will need to secure **truck insurance and health insurance**, and you will need to set up **retirement accounts**.

You might not have a clue how to get started. My best advice is this: Start small and ask for help from your carrier.

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Truck and Equipment Insurance

ATS Pay Structure: How Will I Get Paid at ATS?



April 1st,



SUBSCRIBE



Samantha Dwyer

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When you accept a new job, what's one of the first questions you ask? If you're like most other truck drivers, you ask how much you'll make. After all, the pay can be the deciding factor between if you will or will not accept a job.

Are you joining the Anderson Trucking Service (ATS) team or thinking about it? Understanding how you'll get paid is important. In fact, it may even influence your decision to choose to be a company driver or an independent contractor.

As the operations support manager at ATS, I oversee the driver settlement department and help to ensure our drivers receive the highest level of service as they navigate their settlements on a daily basis.

In this article, I'll explain:

- How ATS company drivers are paid
- How independent contractors are paid by ATS
- The salary expectations of ATS drivers based upon their driving division

When you finish reading, you'll have a clear expectation of how you'll be paid, the frequency of paychecks and how much you can expect to make at ATS.



PROBLEMS

- Is it true that...
- Someone told me that...
- What could go wrong if...
- Your competitor said...

Knowledge Base **HubSpot**

Why Is HubSpot So Expensive? And Other Questions To Ask



WHY IS HUBSPOT SO EXPENSIVE? AND OTHER QUESTIONS TO ASK

About Lean Labs

The only outsourced growth team with a track record of 10X growth for SaaS & Tech co's. 🚀



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By: Jason Hughes

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Top 5 Fiberglass Pool Problems and Solutions

SWIMMING POOL FAQs

If you're considering the purchase of an inground **fiberglass pool** and have done any research on the web, you've probably encountered some discussion of the **problems** associated with fiberglass pools.

The purpose of this article is to address, with full disclosure, **five of the most common pool problems associated with fiberglass pools**...but we won't leave you there. We'll also discuss the **causes** of these problems and how you, the consumer, can **avoid them**. But in the spirit of full

VS. & COMPARE

- You vs your competitor
- Your method vs their method
- Your method vs your method
- Your product vs their product
- Your product vs your product
- Option vs Option
- Feature vs Feature



GoCanvas vs. Fleet Complete: Which is the Best Fleet Management Platform

By **GoCanvas Team** on December 12, 2022

What is Fleet Complete?

REVIEWS & THE BEST



By: [Marcus Sheridan](#) on January 16th, 2012

 [Print/Save as PDF](#)

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Who Are The Best Pool Builders in Richmond, Virginia? (Reviews/Ratings)

Each year, we at River Pools and Spas meet with well over 100 households in the Central Va/Richmond area with respect to their inground swimming pool installation. And because so many folks know our thoughts and feelings (from this website) on all things "pool construction," they often ask us who are some of the other builders and competitors we have in the area.

We're never ones to shy away from being blatantly honest with respect to competition, and we want our customers to be as informed as possible.

Here is a list of some of the companies that have a solid inground pool building history in the Richmond area.

1. Pla Mor Pools

Having been around for years, Pla Mor pools is located in the Mechanicsville area, and specialize in vinyl liner inground pools.

The company also installs fiberglass pools, and has a heavy emphasis on automatic pool cover installations.

2. Swim n Pools

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Located in Chester Virginia, Swim-N-Pools has also been around the Richmond area for many years.

Best Tenant Management Software With Tenant Portal



Best Tenant Management Software with Tenant Portal – What to Look For, Paid vs Free, Pros and Cons, Reviews and How to Get Started

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5 Tips To Evaluate An Investment Property



Best Rent Payment App



Rental Performance Report | February 2023



Top 5 Rental Property Investment Tips

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7 Best Trucking Companies for New Drivers

3.4K views • 2 months ago



The Truck Driving Channel

Have you decided that trucking is the best industry for you? Congratulations! It's a great i...

CC



10 Best Trucking Companies to Work for in 2022

2.2K views • 1 month ago



The Truck Driving Channel

Are you looking for a new trucking company to call home? Every driver has different nee...

CC



Top Paying Trucking Jobs in 2022 (That aren't ice road trucking)

5.9K views • 3 months ago



The Truck Driving Channel

In this video, Jimmy talks about the top paying trucking jobs in the industry right now – f...



Over the Road The Truck Driving Channel | Top Paying...

9 chapters



5:11

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The Most Reliable Appliance Brands (2023 Update)

January 25th, 2023 | 9 min. read

By Steve Sheinkopf

Learn how to find the perfect kitchen products with our Appliance Buying Guide

START HERE



The Most Reliable Appliance Brands for 2023 are:

1. LG - 4.4%
2. GE Profile - 6.8%
3. LG Studio - 7.4%
4. Maytag - 7.4%
5. Bosch - 8.7%
6. Speed Queen - 8.9%
7. Miele - 9.2%
8. Signature Kitchen Suite (SKS) - 9.3%
9. Gaggenau - 9.9%
10. GE Appliances - 10.1%
11. Thermador - 10.2%
12. KitchenAid - 10.5%

SHOW



problems with pontoon boats



Ignore



Common Problems with Pontoon Boats



Len's Cove Lessons in Boating

47.2K subscribers



Subscribe

9.4K



Share

Download



1,224,592 views Sep 16, 2019



Calling all gamers, creators, and good humans of all kinds. (Like you!) [Join us and help bring clean water to 10,638 people in Zimbabwe.](#)



charity: water

WHY WATER?

OUR WORK

ABOUT US ▾

GET INVOLVED ▾

DONATE

SIGN IN

Help bring clean and safe water to every person on the planet.

The water crisis is massive. But together, we can solve it. Private donors cover our operating costs so whether you choose to join us by giving once or through The Spring, our community of monthly givers, know that 100% of your generosity will bring clean water to families around the world.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$20 USD/mo

\$40 USD/mo

\$100 USD/mo

Other amount

JOIN TODAY

Your \$20.00 monthly donation can give 6 people clean water every year. 100% funds water projects.

Secure Payment · This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

You have our word—and more

We want you to know exactly how and where your donation is being used. So from the beginning, we've kept a few promises.



We prove every project

We track every dollar you raise and show the projects you helped fund with photos and GPS coordinates.

[SEE PROOF](#)



We're an open book

We've consistently received the highest grades available for accountability and transparency.

[VIEW ALL FINANCIALS](#)



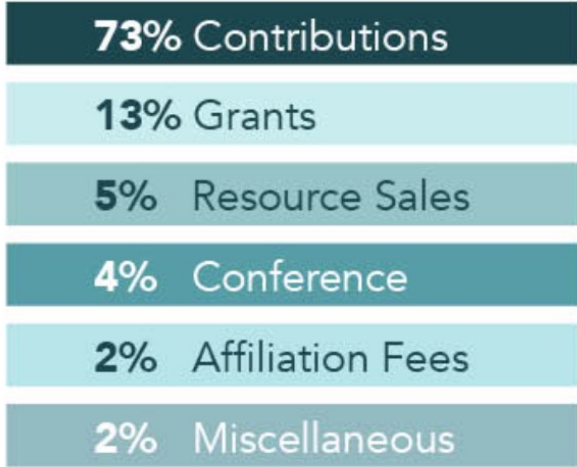
100% goes to the field

Private donors cover our operating costs so 100% of your money can fund water projects.

[LEARN ABOUT OUR MODEL](#)

Audited Financial Statements and Form 990s are also listed below.

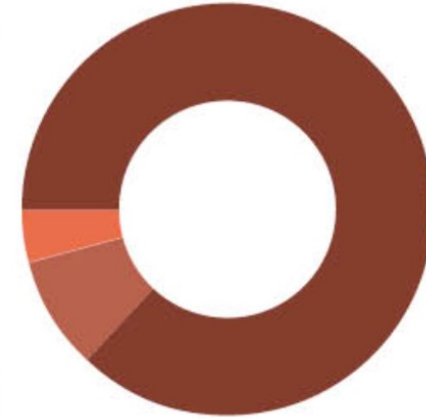
REVENUE CLASSIFICATION



HOW WE USE REVENUE



- Pregnancy Decision Line
- Equipping and Serving 1,200+ affiliated pregnancy centers
- *Making Life Disciples* church outreach and engagement
- Public Education and outreach



Care Net Audited Financial Statements

- Fiscal Year 2011
- Fiscal Year 2012
- Fiscal Year 2013
- Fiscal Year 2014
- Fiscal Year 2015

SELL

Build & Price

Customize one or many. Your choice.

Real up-front
pricing.
No gimmicks.

No need to request a quote.



Build & Price Your Pool

Customize and enhance your pool experience

Step 1 of 8

Select Your Pool

SORT BY SIZE

SMALL

MEDIUM

LARGE

ALL

C40 



C40 (40ft x 16ft)
[See example projects](#)





C35 




C35 (35ft x 16ft)
[See example projects](#)



T40 



T40 (40ft x 16ft)
[See example projects](#)



R36 



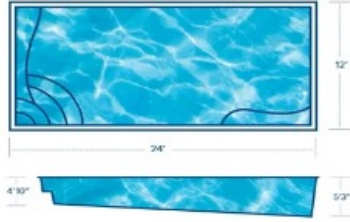
R40 



L36 



R24

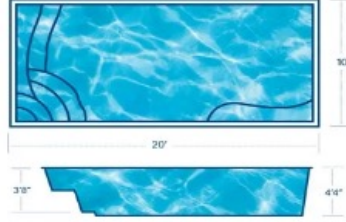


R24 (24ft x 12ft)

[See example projects](#)



R20

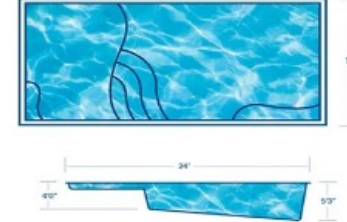


R20 (20ft x 10ft)

[See example projects](#)



D24

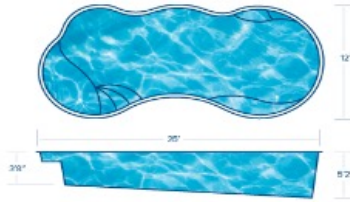


D24 (24ft x 12ft)

[See example projects](#)



I25

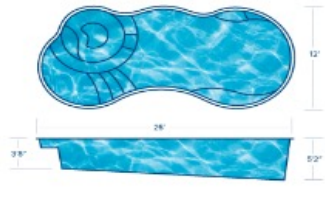


I25 (25ft x 12ft)

[See example projects](#)



I25s

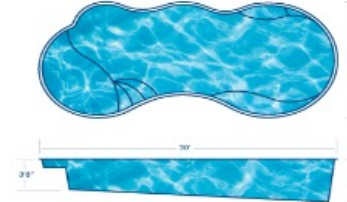


I25s (25ft x 12ft)

[See example projects](#)



I30



I30 (30ft x 14ft)

[See example projects](#)



Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Step 8

Step 1 of 8



Continue Later

Go To Step 2



[Go Back](#)

What's Included With Your Pool?

These features and methods are included in the price of your pool

[Go Back](#)



Necessary Construction Permits

\$ INCLUDED

All permits for construction, excavation, electrical, plumbing, etc.



Excavation

\$ INCLUDED

Digging out the hole for the pool



Advanced Fiberglass Pool Installation

\$ INCLUDED

[What is This?](#)



Advanced Fiberglass Pool Manufacturing

\$ INCLUDED



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Filtration System

\$ INCLUDED



First Fill Up

\$ INCLUDED

Select Your Patio Material

[Go Back](#)

Select Main Patio Material



Brushed Concrete Patio

Poured concrete with a brushed finish

[What is This?](#)



Textured Concrete Patio

Poured concrete, stamped finish without color or sealer

[What is This?](#)



Concrete Paver Patio

Manufactured concrete pavers

[What is This?](#)



Natural Stone



Choose Your Upgrades

[Go Back](#)



Automatic Vacuum

Automatic pool vacuum (robot)

[What is This?](#)



Automation/Smart Phone

Smartphone control system

[What is This?](#)



Bubbler

Fountain water feature

[What is This?](#)



Cascade

Waterfall feature 18-36" wide

[What is This?](#)



Deck Jet

Deck surface-mounted water feature

[What is This?](#)



Future Water Feature (plumbing)

Plumbing connection and stub up for future water feature

[What is This?](#)



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Other Factors You May Need to Plan For

[Go Back](#)



Pool Fence

Price will be determined by linear ft, fence material chosen and number of gates.

[What is This?](#)



Additional Trenching

Additional trenching may be necessary depending on where filtration system is placed on property

[What is This?](#)



Crane Rental

A crane may be necessary to place pool

[What is This?](#)



Dirt Hauling



Retaining Wall



Electrical Connection

You're just seconds away. Complete the form and pricing will be instantly emailed to you!



First Name*
Marcus

Last Name*
Sheridan

Email*
msheridan@impactbnd.com

Phone Number*
8047617924

City*
HEATHSVILLE

State*
Virginia

Postal Code*
22473

What are you most looking forward to after having a pool installed? *
Water

How much do you know about fiberglass pools?*

- I've watched every video and read every article!
- I know a little but still have homework to do.
- I have a lot of questions and need help.

When are you hoping to install your pool?

- Within 1 year
- Within the next 2 years
- 3+ years from now



Your overall price estimate: \$68,600-\$83,200

The pool model you chose: C40 (40ft x 16ft)



What's included in that pool model price: Necessary construction permits, excavation, The River Pools Way: Advanced Manufacturing and Installation, filtration system, first fill-up, lifetime structural warranty, and 15-year surface warranty

Your desired patio and coping material: Textured Concrete Patio

Pool extras you like: No water features or options selected

Pool cover: Automatic Cover

Premium upgrades: Waterline Tile

Other aspects to consider: Dirt Hauling

No need to, BUT if you'd like to schedule a specific time for me to call you can do that here.

Schedule Our Initial
20 Min. Call

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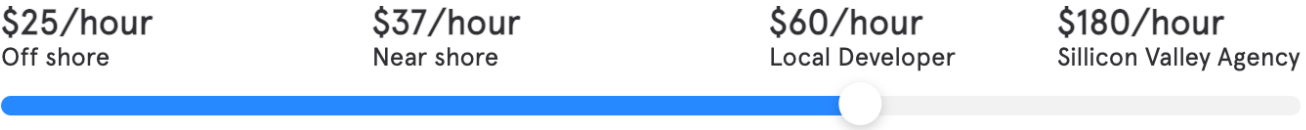
Google Android
Development
\$9600 | 160 hours x \$60/hour

Apple iOS
Development
\$9600 | 160 hours x \$60/hour

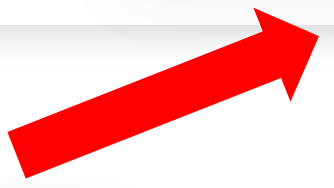
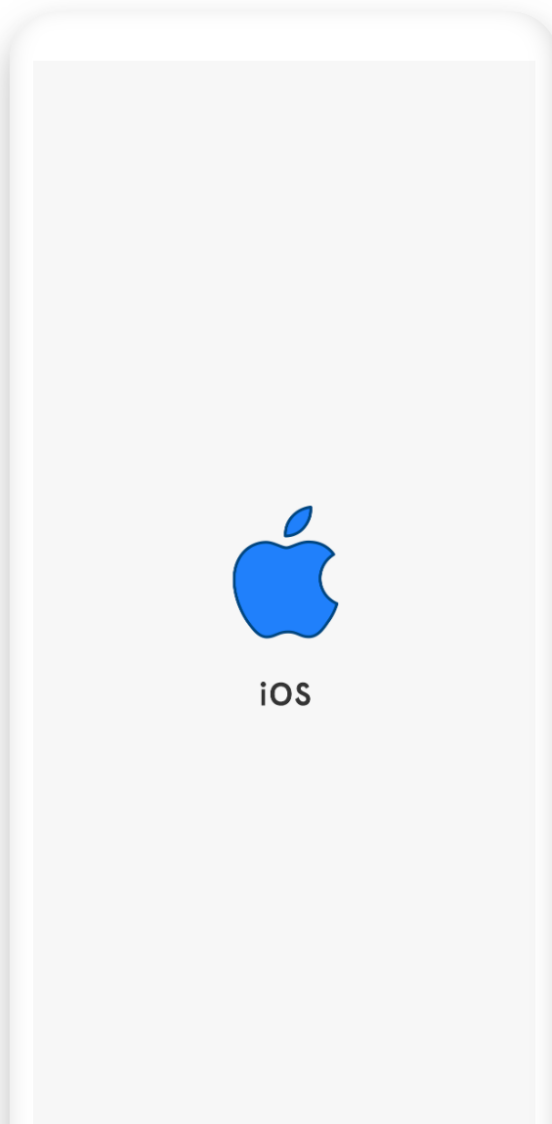
Progressive Web App (PWA)
Web apps that are fast and reliable with very rich user experiences.

What is the desired level of quality for your app?

Note: Typical agency prices used to estimate the cost of your app.



Agency	BuildFire
BuildFire Timeline 0 weeks	Agency Timeline 8 weeks
vs	Previous Next



HUMANIZE

The “P.E.R.S.O.N.A.L.” Brand Framework:

How to Humanize Your Brand in a Time of AI

P – Personal:

Write in the first person. Learn to teach like you're sitting with a friend at the coffee shop. Allow your company voice to have some soul.

E – Engage:

Interact with your audience in real-time, be it through Q&A sessions, webinars, or community events.

R – Realness:

Showcase behind-the-scenes moments, challenges, and raw moments. Don't just tell the world you have good people. **SHOW** your people.

S – Storytelling:

Become master storytellers. Craft compelling narratives around your products, services, customers or missions. Make your moments “stick.”

O – Originality:

Don't just follow trends. Stand out. Dare to be different. Push the envelope. Do something that's never been done in your space

N – Nurture:

Build and maintain relationships with your followers.
Show them you care about their loyalty and feedback.

A – Audience:

Constantly gather and analyze data on your audience's preferences, behaviors, and feedback. Make them your obsession. Think like them. Talk like them. Be them.

L – Love:

Sounds cheesy, but it's not. Love your audience. Let them feel it, see it, sense it. Love your product/service. Have a zeal and passion for the thing you sell. Let your enthusiasm be contagious.

Personal, Engage, Realness, Storytelling,
Originality, Nurture, Audience, Love

Remember:

All the AI in the World Can't Overcome a
Scarcity Mentality by Your Leadership Team.

Next Steps:

1. READ THE BOOK
2. Follow me on LinkedIn

www.marcussheridan.com

Marcus@MarcusSheridan.com

