SAMPLE BRIEF

What a weekly SignalBrief looks like

A full brief in the same format clients get every Monday. Every company is anonymized, and the prices are illustrative, so nothing here describes a real business.

Sample · anonymized HVAC · a mid-size U.S. metro · week of Oct 19

Subject

Both rivals' tune-up deals end Oct 31, and one is still short on techs after 60 days

Hi Sample Heating & Air team,

Here's where your two local competitors stand as furnace season starts, and where the openings are for you.

🔑 The week in one line

A frost advisory hit the metro this weekend, and the average first freeze is about ten days out. One rival is under your tune-up price, both publish pricier maintenance plans than yours, and every listed deal in the market ends Oct 31.

💲 Pricing: a low floor, two higher-priced plans, and an Oct 31 cliff

- **Competitor A** sets the floor with a **low-$60s furnace tune-up**, plus a few hundred dollars off a new furnace and a small senior/military discount, all ending **Oct 31**. Its membership is about **$20/month** and includes **two tune-ups a year** plus priority scheduling.
- **Competitor B** offers a **$70s tune-up**, a free add-on with a new system, and 0% financing. Its plan is listed at **around $190/year**, by price only. It also advertises a price-match guarantee and 24/7 service.
- **No change since last week:** same offers, same prices, same expiry dates.

What it means for you: Your plan is the cheapest monthly option of the three, and that's an easy headline. The catch is what's inside: one rival includes two tune-ups a year. Spell out what yours includes so the comparison doesn't surprise anyone later.

⭐ Reputation: you lead on independent reviews

- **Competitor A:** its site claims a 4.8 average across thousands of reviews *(self-reported)*. Independent aggregators show 4.7. Accredited with the BBB, with a handful of complaints, all answered.
- **Competitor B:** 4.9 on an independent aggregator with several hundred reviews. Not BBB-accredited. *[Unverified: Yelp page not opened]*

What it means for you: You're at the top on independent listings, and any local awards you've won add to that. Put that trust story next to your prices, where homeowners decide.

👷 Hiring: a rival's field seats have been open for two months

- **Competitor A** lists an HVAC sales manager plus **installer and service-tech roles open 60+ days**, with full benefits.
- **Competitor B**'s careers page is a general application form with no listed roles.

What it means for you: Your careers page still shows placeholder text instead of your open roles. With a rival unable to fill tech seats, listing your real openings and pay is the fastest way to win those candidates before the first hard freeze.

🚀 Your strategic moves this week

1. **Replace the placeholder text on your careers page.** List each open role with pay and benefits. It's a one-hour fix.

2. **Sell your plan on value, not just price.** Add a clear "what you get" line and spell out any fees.
3. **Own November 1.** Every listed deal ends Oct 31. Have a Nov 1 furnace offer ready and promote it the last week of October.

📈 The bottom line

Everyone discounts the same tune-up until the same day. You already have the lowest plan price and the strongest independent reviews. Show what the plan includes, fix the careers page while a rival can't fill its seats, and be first with a Nov 1 offer.

🧰 Ready-to-use assets

Copy, fill in the brackets, and post. Every bracket is a detail only you can confirm.

GOOGLE BUSINESS PROFILE POST · POST THIS WEEK

Frost already hit the metro. 🥶 Before the first hard freeze, get your furnace checked for [your price]: burners, heat exchanger, safety controls and a carbon monoxide check. Serving [your service area]. Book: [your phone] · [your booking link]

GOOGLE / FACEBOOK POST · POST OCT 26–31

Comfortable all winter for [your plan price]/month. Members get [your plan inclusions]. Join before the cold settles in: [your phone].

OFFER / AD ANGLE · RUN NOV 1 ONWARD

“The plan you can actually afford to keep.” Lead with your monthly price ([your plan price]), what's included ([your plan inclusions]) and your trust signals ([your rating and review count]). Headline: “[your plan price] a month. Front of the line all winter.”

Sources

Real briefs list every public source with a link and the date we checked it: each competitor's offers, membership, careers and job-board pages, independent review aggregators and BBB profiles, your own public pages (for context), and National Weather Service data. In this sample, sources are described rather than linked to keep it anonymous.