

Free E-Book by Business Consulting Veteran Creates Leads

Vendors and installers of replacement windows can offer prospective customers a free E-book with helpful information on replacement windows in return for customers' contact information. This book, *Why...Buy Replacement Windows?* was authored by Dave Yoho, a veteran small business consultant who is building on his decades-long experience with the home improvement industry.

Topics covered in the book include:

- ◆ When and why should windows be replaced?
- ◆ How to select a window contractor?
- ◆ Windows as an investment, including "Cost vs. Value" studies provided by Hanley Wood
- ◆ And more...

Companies can enter a licensing agreement with Dave Yoho Associates, allowing them to present the icon of the book on their website. By clicking on this icon, prospective customers will be redirected to <http://www.windowhelpbook.com/>, where they can obtain the free electronic copy of the book if they provide their name, phone number, e-mail address and zip code. This information is then submitted in the form of a lead to the company who led the prospect to the website.

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