

# 10 Must-Dos

## For Your Energy Management Business

### 1 Create demand.

- ~ Tell your customers about energy management and what it can do for them.
- ~ Use brochures, flyers, newsletters and e-newsletters. ~ Host events!

### 2 Devise an energy management policy.

- ~ What energy monitoring/management systems will you sell?
- ~ What connections and cabling will be required?

### 3 Be the LED expert.

- ~ Put your clients on LED diets.
- ~ Learn all about LED dimming.



### 4 Consider the retrofit market.

- ~ Market to the “mass affluent” of \$100,000+ incomes.
- ~ Offer to conduct electricity audits. ~ Find ways to reach these people.

### 5 Know the systems.

- ~ Learn all about the various energy monitoring and management systems on the market.
- ~ Read the blogs and use RSS feeds and Google alerts to stay abreast of the news.

### 6 Seek knowledge and accreditation.

- ~ Become a LEED Accredited Professional (AP) with a few weeks study time.
- ~ Get certified by the NAHB Green Building program.

### 7 Formulate your smart grid strategy.

- ~ Find out about smart grid programs going on in your area.
- ~ Contact your local utility. ~ Can you install for them, upgrade or up-sell systems?

### 8 Get involved in green groups.

- ~ Join the local USGBC Green Building Council. ~ Attend networking events.
- ~ Become the green tech and energy management expert in your area to call upon.

### 9 Create partnerships.

- ~ With electricians, HVAC, solar installers and other contractors.
- ~ Talk to architects, interior designers, and green builders.
- ~ Speak at local AIA (American Institute of Architect) and other events.

### 10 Grow your business green.

- ~ Install energy-saving and green systems in your own office or showroom.
- ~ Document the savings to show prospective clients. ~ Recycle.

