

# U-COAT DOT INDUSTRY STARTER KIT

“Launch Your Mobile Infrastructure Repair Business”

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## 1. 🎯 WHAT YOU DO (CLEAR IDENTITY)

**Your New Business Model:**

### 👉 Mobile DOT Infrastructure Restoration

You specialize in:

- Rust removal
- Metal repair
- Protective coating

**All done ON-SITE using your U-COAT Trailer**

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**Your Core Offer:**



**“We restore and protect DOT assets without removal or replacement—saving time, money, and downtime.”**

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## 2. 🛠️ YOUR SERVICE STACK (WHAT YOU SELL)

### ◆ Surface Prep (Easy Blast System)

- Removes rust, corrosion, buildup
- Eco-friendly + controlled
- Safe for surrounding areas

### ◆ Flame Spray Coating

- Rebuilds metal surface
- Applies long-term corrosion protection
- Industrial-grade durability

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 **Your Signature Combo Service:**



**“Blast + Coat Restoration Service”**

This is your MAIN money-maker.

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### **3. TARGET APPLICATIONS (WHERE TO START FIRST)**

Focus ONLY on these to get traction fast:

#### **1. DOT Sign Structures**

- Highway signs
- Steel posts
- Frames

#### **2. Bollards & Parking Posts**

- Parking lots
- Traffic barriers

#### **3. Guardrails**

- High corrosion zones
- Roadside infrastructure

#### **4. Light Poles & Signal Poles**

- Base corrosion repairs

#### **5. Spot Repairs (Anywhere Rust Exists)**

- Fast, repeatable jobs
  - High margin
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### **4. WHO TO SELL TO (YOUR TARGETS)**

Start local and simple:

- City Public Works Departments
  - County DOT Offices
  - Parking Authorities
  - Property Management Companies (large lots/garages)
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## 5. 💰 PRICING GUIDE (KEEP IT SIMPLE)

### Starter Pricing Model:

- Small Repairs: \$500 – \$1,500
  - Medium Jobs: \$1,500 – \$3,500
  - Large Structures: \$3,500+
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## 📅 Recurring Revenue (GOAL)

### 👉 Maintenance Contracts

Example:

- Monthly inspections
- Quarterly repairs

💡 This is where real money is made.

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## 6. 📦 YOUR FIRST 30 DAYS PLAN

### WEEK 1: PREP

- Review photos/videos (provided by U-COAT)
  - Learn your equipment basics
  - Identify 10 local targets
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### WEEK 2: OUTREACH

- Visit 5 locations in person
  - Send 10 emails
  - Offer **FREE demo repair**
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### **WEEK 3: DEMO & CLOSE**

- Perform 1–2 demo jobs
  - Capture before/after photos
  - Ask for paid pilot project
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### **WEEK 4: SCALE**

- Close first contract
  - Ask for referrals
  - Revisit prospects with proof
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## **7. 🧠 SALES SCRIPT (WHAT TO SAY)**

### **Simple Walk-In Pitch:**

“Hey, we specialize in eco-friendly, on-site restoration for DOT infrastructure. We help extend the life of your signs, poles, and guardrails without replacement.”

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### **Follow-Up Line:**

“We’d love to demonstrate on one asset at no cost so you can see the results.”

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### **Closing Line:**

“Instead of replacing these, we can maintain them regularly at a fraction of the cost.”

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## **8. 🎯 YOUR COMPETITIVE ADVANTAGE**

## Why YOU win:

### **Mobile Service**

No transport. No downtime.

### **Fast Repairs**

Same-day or next-day turnaround

### **Eco-Friendly**

- Low environmental impact
- Safer than traditional blasting

### **Cost Savings**

Repair > Replace (every time)

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## 9. **MARKETING KIT (WHAT YOU USE)**

You should provide them:

### **Must-Haves:**

- Before/After photos
  - 1-page flyer
  - Simple pitch deck
  - Branded trailer visuals
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### **Social Media Starter Posts:**

#### **Post Idea 1:**

“Before & After DOT Sign Restoration—No Replacement Needed”

#### **Post Idea 2:**

“On-Site Guardrail Repair in Under a Day”

#### **Post Idea 3:**

“Eco-Friendly Rust Removal for Public Infrastructure”

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## 10. 🚀 HOW TO GET THEIR FIRST JOB FAST

### The Formula:

1. Show up in person
  2. Offer a free demo
  3. Deliver insane results
  4. Ask for more work immediately
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### 🔥 Key Strategy:

👉 Start SMALL

Don't chase big contracts first.

Win:

- 1 sign
- 1 pole
- 1 bollard

Then expand.

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## 11. 🌱 TRAILER BRANDING MESSAGE

Make sure their trailer says:

- “ON-SITE METAL RESTORATION”
  - “DOT REPAIR SPECIALISTS”
  - “ECO-FRIENDLY SOLUTIONS”
  - “NO REMOVAL. NO REPLACEMENT.”
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## 12. 📈 LONG-TERM GROWTH PATH

Once they land DOT work:

### Expand into:

- Bridges
  - Water treatment plants
  - Marine (next industry 😊)
  - Industrial facilities
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## 🔥 FINAL MESSAGE TO YOUR CUSTOMER



**“You don’t need a big crew or massive overhead.**

**With your U-COAT Trailer, you can start landing DOT repair jobs immediately and grow into long-term maintenance contracts.”**