

# U-COAT Marine Starter Kit

## Eco-Friendly On-Site Marine Restoration & Coating

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### 1 Welcome to U-COAT Marine Solutions

Congratulations! You're now ready to offer professional, eco-friendly marine restoration and protection services with your U-COAT Trailer Program.

With this Starter Kit, you'll learn how to:

- Quickly generate revenue with high-demand marine services
  - Use your **Flame Spray System** and **Easy Blast System** effectively
  - Market your services to marinas, boat repair shops, and boat owners
  - Highlight your **eco-friendly advantage** to win more customers
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### 2 Core Systems & Applications

System	Marine Applications	Benefits
<b>Flame Spray System</b>	Corrosion restoration, trim tabs, rails, hull repairs	Permanent metal coating, corrosion-resistant, high-ticket service
<b>Easy Blast System</b>	Barnacle removal, mold/mildew, trailer & dock cleaning	Quick, eco-friendly cleaning, upsell to flame spray protection
<b>Eco-Friendly Coatings</b>	Hull protection, trailer restoration, dock hardware	Marina-compliant, safe for water, environmentally responsible

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### 3 High-Value Marine Applications

#### Boat & Vessel Repairs

- **Applications:** Corroded metal, pitted aluminum, steel components

- **Benefits:** Extend vessel life, save thousands versus replacement

### Spot Repairs

- **Applications:** Dock damage, small corroded areas, trailer rust
- **Benefits:** Fast, on-site service, low barrier for customer acquisition

### Barnacle, Mold & Surface Removal

- **Applications:** Hull cleaning, barnacle buildup, deck mold
- **Benefits:** Eco-friendly, safe for marinas, sets up coating upsells

### Marina & Dock Infrastructure

- **Applications:** Pilings, ladders, railings, hardware
  - **Benefits:** Long-term service contracts, high-ticket commercial opportunities
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## 4 Target Customers

Start here to get fast revenue:

- **Marinas:** Offer on-site restoration and recurring maintenance contracts
  - **Boat Repair Shops:** Partner as the coating & restoration specialist
  - **Boat Owners:** Target older vessels or commercial fleets for high-value jobs
  - **Marine Contractors:** Dock and waterfront infrastructure restoration
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## 5 Marketing Strategy & Techniques

### Fast Entry (Week 1–2)

- Offer **FREE demo** or discounted first job
- Visit **10 marinas + 5 boat repair shops** in person
- Take **before/after photos** of every job

### Build Authority (Week 3–6)

- Post daily on social media with **before/after transformations**
- Highlight eco-friendly and cost-saving benefits

- Include **real testimonials** from satisfied boat owners

### Lock-in Contracts (Month 2+)

- Offer **monthly marina maintenance packages**
  - Offer **fleet service discounts** for boat owners & repair shops
  - Upsell from Easy Blast cleaning → Flame Spray protection
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## 6 Branding & Messaging Tips

### Trailer Wrap / Marketing Visuals

- Boats in action / marine imagery
- Before/after corrosion shots
- Eco-friendly and on-site service messaging

### Must-Have Phrases

- “ON-SITE MARINE RESTORATION”
  - “NO REPLACEMENT NEEDED”
  - “ECO-SAFE COATINGS”
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## 7 Pricing & Service Flow

Service	Price Strategy	Notes
Easy Blast Cleaning	Low cost, high volume	Ideal entry service & lead generator
Flame Spray Coating	Premium, high margin	Upsell after cleaning; emphasize durability

### Upsell Flow:

1. Customer requests hull/trailer cleaning → Easy Blast System
  2. Show corrosion or damage under surface
  3. Offer Flame Spray System coating → long-lasting protection
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## **8 Sales Script (Simple & Effective)**

“Most people replace this part—but we restore and protect it for a fraction of the cost, and it lasts longer even in marine conditions. Plus, it’s eco-friendly and safe for your marina.”

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## **9 Marketing Content Checklist**

Your customer should capture:

- Before/after corrosion and barnacle removal
  - Flame spray in action
  - Close-ups of eco-friendly coating finish
  - Testimonials & service shots for social media
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## **10 Optional Expansion Services**

- Anti-slip deck coatings
- Protective coatings for tools & equipment
- Dock hardware restoration packages
- Fleet restoration contracts