

Dear Certified Water Technologist,

The Association of Water Technologies (AWT) would like to congratulate you on receiving your Certified Water Technologist credential – the highest professional certification in the industrial and commercial water treatment field.

As a CWT, you are a member of an elite group of water professionals who possess a core body of knowledge and have extensive professional experience in all aspects of water treatment.

By possessing the CWT designation, you can tell the general public, co-workers, employers and potential clients that you have attained a certain level of experience, knowledge and education in the water treatment industry. But maybe you don't know the best ways to promote yourself or inform other about your CWT designation.

To help you market yourself as a CWT as well as promote your business, AWT has developed the CWT Marketing Kit. This invaluable resource includes:

- ◆ AWT & CWT logo – We encourage you to use the AWT and CWT logos on your business cards, letterhead, Web sites and apparel items. It's important to make people know you are a CWT and a AWT member
- ◆ Draft Press Release & Marketing Letter – These tools will help you promote your CWT designation to your community as well as inform existing and potential clients about your expertise in the industry
- ◆ Marketing Tips – Several easy-to-use tips to help you get the word out about your CWT designation and get others to notice your business and expertise

We hope that you find the enclosed materials useful as promote your CWT credential and market your business. For more information on the Association of Water Technologies, please visit our Web site at www.awt.org or call us at 1-800-858-6683.

Sincerely,

Andy Kruck, CWT
Certification Committee Chair
Association of Water Technologies

10 Things You Can Do to Promote Your CWT



By obtaining your Certified Water Technologist (CWT) credential, you have just entered an elite group of highly skilled water technicians who have made a similar commitment to being the best in their profession. You've picked a great time to make this important investment in your professional future and now it's time to make it start paying off! There are many ways to build an image that distinguishes you from the rest. Your new credential is the first great start!

It's time to start marketing yourself as a Certified Water Technologist! The great thing is you can promote yourself and your certification effectively and inexpensively in a variety of ways. Plus the Association of Water Technologies continues its efforts to encourage clients and employers to hire CWTs and this will only further enhance your efforts. Following are ten suggestions and quick tips to help you get started. Pick the ones that will work best for you. Good Luck!

- ◆ Make a list of your potential "buyers" or "consumers" (by audience or category). List all of your audiences and write activities for each of them. Consider the time and money needed to successfully implement each activity. This is your marketing plan! Evaluate and refine your plan on a regular basis and make modifications as necessary.
- ◆ Set a budget specifically for marketing and promotion efforts. Use all of it, marketing is NOT where you cut corners. Prioritize your marketing goals and make your investment based on the best opportunity for success.
- ◆ Keep your marketing plan flexible. Make sure that your promotion efforts are flexible and can respond to new opportunities. Periodically revise your plan based on changing priorities and opportunities.
- ◆ Position yourself. Your certification already sets you apart from the rest so make sure to weave certification into all your marketing. Figure out other things that also set you apart from the rest of the pack and then create messaging around these unique characteristics.
- ◆ Develop different messages. Develop materials with messages that are specific to your clients, potential clients, business partners and the media. Remember, keep the theme the same, the design similar and modify the message as needed.
- ◆ Promote your national certification. Mention your certification to your clients, business partners, the media and of course, potential clients. Use your CWT logo in all your publications and materials such as business cards, brochures, letters and company apparel. Explain why your certification is important to them. Be proud of your CWT credential...you earned it.
- ◆ Write a press release. Follow the sample press release enclosed in this packet to promote yourself and your certification status. Then think of clever milestones to promote your business new client wins, interesting clients who will share their story, interesting solutions and new products for your business, significant business milestones etc. The right frequency of news is important and make sure to include AWT on these announcements. (Please use the enclosed draft press release as a guide.)
- ◆ Promote yourself as an "expert" to publications. AWT's magazine and many others are always looking for experts who can write articles and/or speak with authority about a variety of topics. Work with your media relations team as well as AWT's to generate coverage for yourself and the industry.
- ◆ Wear different hats. Position yourself with the media in many different ways – as a professional, a businessperson, a member of the community and a water treatment expert. The more hats you give yourself the more you will increase the number of times that your opinion or assistance will be needed.
- ◆ Be reactive. Be prepared to respond to events that happen around the country that impact your industry. Make sure you respond in positive and professional ways. Help reporters understand the real issues behind each event even if this means that you just serve as an expert source without being quoted. Your help will not be forgotten.

Draft Business Letter



Name
Business
Address
City,

State Dear (CLIENT'S LAST NAME),

We are pleased to announce that (NAME), a member of (INSERT COMPANY NAME)'s dedicated team of water treatment professionals, has earned the Certified Water Technologist (CWT) credential. Offered by the Association of Water Technologies, the CWT is the highest professional credential in the industrial and commercial water treatment field.

(LAST NAME)'s achievement of the CWT is a true indication of the knowledge and professionalism displayed by members of our highly qualified team of service providers.

By working with (COMPANY NAME), you are ensured a water treatment professional that brings years of experience to all your water treatment needs and is committed to meeting them in the most cost-effective way possible.

As your pipeline to excellent service, we will work to become your trusted water treatment partner, providing individual attention to your business.

It is our unique blend of industry understanding, market knowledge, proven experience and professional resources that helps us do this, while keeping us at forefront of the water treatment industry.

Contact (COMPANY NAME) today to work with a professional who truly understands your water treatment needs. If you would like to discuss any water treatment needs, please do not hesitate to contact us at (XXX) XXX-XXXX.

Sincerely,

(NAME)

(TITLE)

(COMPANY NAME)

Draft Press Release



FOR IMMEDIATE RELEASE

(NAME) EARNS CERTIFIED WATER TECHNOLOGIST CREDENTIAL

The Association of Water Technologies (AWT) today announced that NAME has achieved the Certified Water Technologist (CWT) credential.

(NAME), a (TITLE)with (COMPANY), has more than (XX) years of experience in water treatment and specializes in (SPECIALIZATION).

(LAST NAME's) achievement of the CWT credential indicates to the general public, coworkers, employers and customers that an (HE/SHE) has achieved a certain level of experience, knowledge and education in the water treatment industry.

The credential provides professional recognition for individuals involved in water treatment and technology and assures that water professionals possess a core body of knowledge and have extensive professional experience in all aspects of water treatment.

To date, more than 200 professionals have earned the CWT. To become certified, water treatment professionals must have five or more years experience in the water treatment industry, successfully pass a rigorous science and practical-based exam and complete the application and references.

"The Certified Water Technologist credential exemplifies standards of excellence in the industry and provides quality assurance to customers," said Heidi Zimmerman, executive director of the Association of Water Technologies (AWT). "AWT is glad to recognize (LAST NAME) with the CWT designation to signify (HIS/HER)level of expertise in water treatment."

About AWT

AWT is an international trade association representing nearly 500 regional companies that specialize in industrial and commercial water treatment for heating and cooling systems (boilers, cooling towers, etc). These companies may also specialize in wastewater treatment, potable water treatment and other industry segments. For additional information about AWT, its programs, services and membership opportunities, please visit its Web site at www.awt.org or call its headquarters at (800) 858-6683.

For more information:

YOUR NAME

YOUR PHONE

YOUR E-MAIL