Geothermal Driller Marketing 101 ...
Because You Already Know How to Drill
Geothermal Driller Marketing 101

- IGSHPA and GEO
- IGSHPA and GEO endorsements
- The Social Media Icons in the Corner
- What Each Social Media Icon Will do for You
- LinkedIn
- Google+
- FB
- Twitter
- Blogger
- Commenting on Sites
- Searching out stories
- Sharing information without promotion of your services
- The OFF button or the ON button
Seek Out Industry Publications

www.nationaldriller.com/articles/89653-how-to-profit-from-geothermal-drilling
From the “National Driller” Review

• Get trained/certified.
• Get your name out there.
• Integrate geothermal as an offering every time you drill a well, for any purpose.*
• Forge alliances with contracting and engineering firms.
• Participate regularly in continuing education.
IGSHPA and GEO endorsements

“At the end of nearly every article I write, I put..."
IGSHPA and GEO endorsements

owner of EggGeothermal. He has co-authored two textbooks on geothermal HVAC systems published by McGraw-Hill Professional. He can be reached at jayegg.geo@gmail.com.

For geothermal heating and cooling professionals in your area, visit geothermal industry organization sites: http://www.igshpa.okstate.edu/directory/directory.asp and http://www.geoexchange.org/change-service-providers/

Click for Pictorial Guide to Geothermal Success!
The “One-Two” Punch for Net-Zero in DC Includes Power and Carbon Neutral
What Each Social Media Icon will do

- Focusing on:
- LinkedIn
- Google+
- FaceBook
- Twitter
- Blogger
The "Geothermal HVAC Dream-Team" is in Your Own Home Town

Posted by Jay Egg
Oct 13, 2014 3:10:47 PM

A geothermal team consists of all the parts to make a geothermal heating and cooling system come to fruition, and they’re likely right in your local city. This is great to install a geothermal-solar system, and the heat pump acts like a library full of books, the knowledge powerful is when it is assimilated.

Read More

Choosing A Window AC Costs More Than You Think
The “One-Two” Punch for Net-Zero in DC Home Power and Carbon Neutral

Posted by Jay Egg of EggGeothermal on October 9, 2014

happens when a manager of Naval Facilities Energy Initiatives decides to go “net zero” me in Washington, D.C.? You get a true zero done right on a budget.
Google+

Also note the #Hashtags

Jay Egg

Jay Egg originally shared:
Manager of #Naval Energy Initiatives “Walks the Walk” w/ #Geo-Solar Home in DC (and on a budget!) http://goo.gl/DcRTXn
FaceBook
How to Profit from Geothermal Drilling

By Jay Egg
August 4, 2014  No Comments

KEYWORDS geothermal drilling

National Driller Rocks!

How to Profit from Geothermal Drilling
Geothermal heating and cooling is here to stay.

WWW.NATIONALDRILLER.COM
Perfecting Residential Geothermal HVAC Design, Installation

Better Training Leads to Fewer Problems when Installing Geothermal

By Joanna R. Turpin

July 28, 2014  No Comments

KEYWORDS energy management / geothermal design / geothermal installation / home energy solutions / horizontal drilling

Twitter
Twitter
Your “Geothermal HVAC Dream Team” is Ready to Upgrade Your Commercial Project

Don’t sell yourself, just share information...
...this validates you as an expert to readers.

Friday, October 10, 2014

Your "Geothermal Dream Team" is Ready to do Your Next Geo-Exchange Project

Geothermal Design Template
So, What does this do for you?

#3 Google Search out of 1.4 Million!

That’s what this does for your exposure and the geo-exchange industry.
Searching Out Stories

Google Search for Geothermal Drilling articles

About 2,430,000 results (0.35 seconds)

Baltimore Geothermal - Over 20 years experience
Call now for free estimate & tax credit info
What Is Geothermal Energy - Geothermal Tax Credits

Geothermal Industry Grows, With Help From Oil and Gas ...
Jul 23, 2014 - Yet the geothermal industry is growing, if slowly, and proponents hope that new technologies — including tie-ins with drilling — will help bring oil and natural...

Drilling down to the economic realities of geothermal power
Jul 7, 2014 - Drilling Down To The Economic Realities Of Geothermal Power in a recent Globe and Mail article, saying "no one has imminent plans for...

How to Profit from Geothermal Drilling | 2014-08-01 ...
Aug 4, 2014 - Make sure you really understand the multiple geothermal drilling ... I will cover more of these types of geothermal sources in future articles.
Share The Stories

A Green Light for HVAC Efficiency

HVAC Installations Find New Ways to Incorporate Green Elements

By Nick Koslowe

September 29, 2014  No Comments

KEYWORDS energy management / home energy solutions / hvac case study

Setting Gas Pressure on a High-efficiency Furnace
Enjoy the exposure!
Click the Social Media “On” Button for your business!
Questions? Enjoy your day!

EggGeothermal focuses its efforts on geothermal consulting, writing, and speaking engagements. Among our clients are federal, state, local and international governments, developers, professional associations, and private entities.