



Becoming Brilliant at the Basics

ARCTIC SPRING PLAYBOOK

Becoming Brilliant at the Basics

Arctic Spring

SECTION 1: Welcome

Welcome To Arctic Spring

This is your complete guide to understanding, selling, and installing water filtration systems through The Commonstead.

You're in one of the most important and profitable spaces in home services. Clean water is a necessity. And most Americans have no idea what's in the water coming into their homes.

This playbook was built on 28+ years of water chemistry and filtration science from Jody Jordan and Robert Wright, the leaders of The Commonstead's Water & Filtration Biome. Every talking point, analogy, and script in here has been tested in the field.

Why This Product Is Worth Your Time

Most people have no idea what's actually in their tap water, and the chemicals present today go far beyond what outdated federal standards were designed to address. Arctic Spring gives every home access to water that's genuinely clean, not just legally compliant.

Arctic Spring water filtration systems solve this problem at the source. They remove the contaminants your municipal water treatment cannot or will not address, and they do it for every drop of water entering your home.

What Problem This Fixes

- Removes chlorine, chemicals, sediment, and scale from every tap in the home
- Eliminates PFAS ("forever chemicals"), synthetic compounds that accumulate in the body and are only now being regulated by the EPA
- Provides medical-grade reverse osmosis drinking water at the kitchen sink
- Protects appliances (water heaters, dishwashers, washing machines) from scale and mineral damage
- Replaces or enhances traditional water softeners with true filtration
- Delivers cleaner water for showering, cooking, and drinking throughout your home

Who This Is For

Residential:

- Homeowners on municipal water concerned about health and water quality
- Homeowners on well water dealing with sediment, particles, and groundwater contamination
- Families with children, pets, or health-conscious lifestyles
- Anyone spending money on bottled water or pitcher filters
- Homeowners with hard water, scale buildup, or appliance problems

Commercial:

- Restaurants and food service businesses needing clean water for food prep
- Salons and spas where water quality directly affects client results
- Medical and dental offices requiring medical-grade water
- Office buildings wanting to provide clean drinking water for employees
- Property managers looking to increase property value and tenant satisfaction

How to Use This Playbook

- Read it cover to cover at least twice before your first conversation
- Highlight the analogies and talking points that resonate with you personally
- Practice the scripts out loud until they feel natural
- Keep it as a reference tool you return to before every sales call
- Share your wins and questions with the community

Source of Truth Folder

[Arctic Spring Source of Truth Folder](#)

This folder contains all brochures, spec sheets, pricing decks, install guides, scripts, rebuttals, and marketing assets. Bookmark it.

SECTION 2: Product Basics

What It Is

Arctic Spring is a complete water filtration system. It's a system of products built to work together to solve every water quality problem in a home or business. The system has two core components:

1. Whole House Filtration System (Point-of-Entry), which installs at the main water line where water enters the home. Filters every drop going to every tap, shower, appliance, and faucet.

2. Reverse Osmosis Drinking Water System (Under-Sink), which installs under the kitchen sink with a dedicated faucet. Produces medical-grade purified drinking and cooking water.

Together, they give your home complete water protection. The whole house system handles everything coming in. The RO system delivers the purest possible drinking water at the tap

How It Works

Whole-House Filtration (cleans all the water in your home)

This system treats the water **before it reaches any faucet**, so your showers, laundry, appliances, and pipes all benefit.

Step 1: Particle Filter

- Catches dirt, sand, rust, tiny plastic particles, and other debris
- Filters things much smaller than what the eye can see

Step 2: Carbon Filter

- Removes chlorine and harsh chemicals
- Improves smell and taste
- Reduces chemicals linked to skin irritation and damage to plumbing

Scale Protection

- Stops mineral buildup (hard water scale)
- Protects pipes, water heaters, dishwashers, and washing machines
- Helps appliances last longer and run more efficiently

Result:

Cleaner water everywhere, less wear on your home, and better-feeling showers and laundry.

Drinking Water System (extra-clean water at the sink)

This is for **the water you drink and cook with**, and it goes far beyond normal filters.

Step 1 to 2: Pre-Filters

- Remove remaining dirt and bacteria before deeper filtering

Step 3: Carbon Filter

- Removes chemicals, cysts, and lingering contaminants

Step 4: Reverse Osmosis (the heavy lifter)

- Pushes water through an ultra-fine membrane
- Removes up to **99% of dissolved contaminants**
- Filters down to a level far beyond bottled water standards

Step 5: Mineral Boost

- Adds healthy minerals back into the water
- Raises pH so the water is smoother and less acidic

Step 6: Final Polish

- Improves taste and clarity before it reaches your glass

Output: 50 gallons per day of medical-grade purified water.

Product Variants

Arctic Spring comes in four configurations to match any home situation:

Variant	What It Does	Best For
Single Unit	Sediment + scale reduction (1 housing)	Homes needing basic sediment and scale protection
Double Unit (Dual)	Sediment + chemical + scale reduction (2 housings)	Most homes on city water recommended starting point
Trio Unit (PFAS)	PFAS “forever chemical” + scale + chemical reduction (3 housings)	Homes near industrial areas, military bases, or with known PFAS contamination
Reverse Osmosis	Medical-grade purified drinking water, 0.0001 micron	Every home, always recommend alongside whole house system

Key Features

- **Made in Italy** to strict safety and quality standards
- **No harmful materials** no BPA, no mercury, no lead, no PFAS, nothing toxic in the system
- **Prevents hard-water scale** so minerals don't clog pipes or damage appliances
- **Removes PFAS “forever chemicals”** like PFOA and PFOS from your water
- **All filters and housings are safety-certified** for drinking water
- **Lead-free and food-safe materials** everywhere water touches
- **Reverse osmosis membrane is independently tested** to remove nearly all contaminants
- **Filters only need changing about once a year** (depends on household size)
- **Built-in antimicrobial parts** stop bacteria from growing inside the system

What Makes It Different (Why This Isn't “Just Another Filter”)

- **Two levels of protection**
 - Clean water at **every faucet**
 - Extra-pure, medical-grade water for **drinking and cooking**

- **Higher quality build**
 - Made in Italy with cleaner materials
 - Free of the harmful residues that cheaper systems leave behind
- **Better drinking water**
 - Most RO systems remove *everything*, leaving water acidic and flat
 - This system **adds healthy minerals back** and balances the water
- **No salt, no slime, no maintenance hassle**
 - Stops scale buildup without salt softeners
 - No bags to carry, no waste, no slippery feeling water
- **Fewer leaks, fewer failures**
 - One-piece internal design means fewer joints and weak spots
- **You can see when it's working**
 - Clear filter housing lets you visually check when a filter is dirty

Why Now

PFAS "forever chemicals" are showing up in water supplies nationwide. Microplastics have been found embedded 200-300 feet underground. The EPA is only now beginning to regulate PFAS, and many states have no standards at all.

Every month without filtration is another month your pipes, appliances, and water quality aren't being protected.

Product One-Line

"Arctic Spring gives your family hospital-grade clean water at every tap in your home from the shower to the kitchen sink while protecting your appliances, your health, and your wallet."

SECTION 3: Educational Breakdown

The Pool Water Question

A natural way to open the water conversation: "I don't know about you, but I wouldn't drink pool water."

Most people laugh and agree. Nobody wants to drink pool water. Then you follow it up:

"Here's the wild part. The water coming into your home right now has MORE chlorine than what's rated safe for a swimming pool. And you're drinking it, showering in it, cooking with it, feeding it to your kids every single day."

This reframe shifts their thinking from "water is water" to "I need to know what's actually in MY water."

That's a powerful moment. Use it to educate, not to scare. There's a difference, and your customer will feel it.

Understanding Filtration: What Is a Filter?

A filter separates what you don't want from what you do. An air filter catches dust. A water filter catches what's in your water, through physical barriers, chemical reactions, or both.

Imagine looking at something from far away, it looks clean and clear.

Now imagine slowly zooming in.

Then closer.

Then closer again.

Each time you zoom closer, you start to see particles that were always there, just too small to notice before.

Water works the same way.

Most contaminants in water are **far smaller than what the human eye can see**. Just because water looks clear doesn't mean it's clean. These microscopic particles are still present, and over time, they matter.

Filtration works at a level **beyond what the human eye can see**. The more advanced the filter, the deeper it can "zoom in" and remove smaller and smaller contaminants.

This system cleans water at a microscopic level. Looking clear and being clean are two different things.

Micron Scale: The Foundation of Filtration Knowledge

Let's geek out just a little.

A micron is a measurement of size, typically sub-one millimeter. Learn these numbers. They come up in almost every conversation:

Microns	What It Is	Why It Matters
70	Diameter of a human hair	The starting reference point for customers
40	Naked-eye visible threshold (good eyesight)	Below this, you CANNOT see particles
25	A white blood cell	Flowing through your body right now
7 to 8	A red blood cell	Essential to understand the starting point
5	WHERE THE WHOLE HOUSE FILTRATION STARTS	Smaller than a red blood cell!
3.5	Our carbon block filter level	Removes chlorine, VOCs, chemical contaminants
2	Cocci bacteria	It filters BELOW this level
0.5	Carbon block VOC/CYST removal (RO Stage 3)	Catches volatile organic compounds
0.1 to 0.5	Size of a coronavirus	This is how small things get in water
0.0001	REVERSE OSMOSIS MEMBRANE	Removes 99% of ALL dissolved contaminants

Filtration Types: The Progression

Water filtration exists on a spectrum. Understanding where each technology falls helps you explain why different systems are needed for different purposes:

Filtration Type	Micron Range	What It Catches	Our Products
Particle Filtration	Above 1 micron	Sand, sediment, visible particles	Whole House Stage 1 (5 micron)

Filtration Type	Micron Range	What It Catches	Our Products
Microfiltration	0.1-1 micron	Bacteria, some cysts, fine particles	Carbon block (3.5 micron)
Ultrafiltration	0.01 to 0.1 micron	Viruses, proteins, colloids	RO pre-stages
Nanofiltration	0.001 to 0.01 micron	Heavy metals, pesticides, dyes	RO pre-stages
Reverse Osmosis	Below 0.001 micron	Everything except pure water molecules	Oasis Sanic RO System

The whole house system covers particle filtration and microfiltration for every tap. The RO system takes you all the way down to 0.0001 micron for drinking water. Together, they cover the entire spectrum.

What's Actually in Your Water?

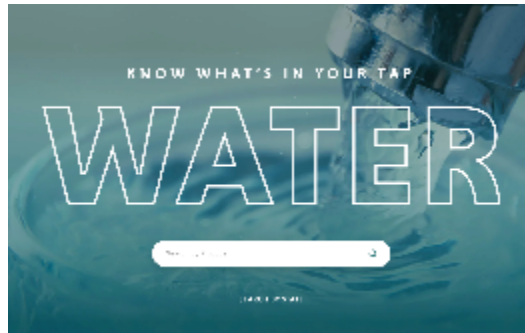
American tap water is bacterially safe, but bacterial safety and chemical safety are two different things. Municipal treatment uses chlorine and fluoride to kill pathogens, but those same chemicals don't disappear once they enter your home.

Key facts:

- Federal tap water standards are decades out of date, many chemicals now detected in water weren't even on regulators' radar when those rules were written
- Chlorine in shower water can vaporize into steam you breathe, not just water that touches your skin
- Chlorine is the primary culprit behind dry, damaged hair, not hard water, as most people assume
- Chlorine and fluoride can affect gut health, the microbiome, and the endocrine system over time
- Microplastics are being found embedded 200-300 feet underground in rock-like formations

The EWG Tap Water Database: Your Most Powerful Sales Tool

www.ewg.org/tapwater



The Environmental Working Group maintains a third-party database that lets you look up water contamination by zip code. Pull it up on your phone or tablet in front of your customer. Show them exactly what is in THEIR water. Make it personal.

Example from The Villages, Florida:

- Chromium (cancer-causing): 214 times the recommended health level
- Haloacetic acids (HAA9): well above safe guidelines
- Radium: detected at concerning levels
- Total trihalomethanes: elevated

The data is typically no more than a few months old. Sometimes it is only days old. When your customer sees their zip code with chemicals at 200+ times the recommended level, the conversation changes.



PFAS (“Forever Chemicals”)

PFAS are called "forever chemicals" because they don't break down. Once they're in the environment, they stay there. Soil doesn't filter them out and water treatment doesn't fully remove them.

Over time, PFAS end up in **groundwater, rivers, fish, and drinking water**, even in places that look clean.

These chemicals come from many everyday sources, including:

- Industrial manufacturing
- Firefighting foam (often near military bases and airports)
- Household soaps, detergents, and cleaners

You usually can't see PFAS in water, but in many areas they're already there.

What's being done:

- The PFAS-rated unit is independently tested to reduce the most common PFAS chemicals
- The drinking water system removes PFAS down to **near-undetectable levels**

Well Water: A Different Set of Problems

A lot of people assume well water is natural, so it must be safe. Wells come with their own set of risks.

Here's why:

- The ground **does not filter out** pesticides, chemicals, PFAS, or microplastics
- Microplastics have been found **hundreds of feet underground**
- Well water usually carries more **sand, dirt, and sediment**, which wears out standard filters much faster.
- Both shallow and deep wells can be contaminated

The Right Setup for Well Water Homes

For homes on well water, there's a dedicated system.

It includes an automatic flush feature that:

- Clears out heavy particles before they clog the filter
- Runs on a set timer (every few hours)
- Keeps the system working properly without constant maintenance

Why this matters:

- Filters last **months longer**
- Less hassle for the homeowner
- Better protection for the system and the water

The Fish Tank Test: Your Most Powerful Talking Point

"Does anyone here own a fish tank? You can't just pour tap water straight into the tank, so you have to treat it first. Fish are sensitive to chlorine and chemicals, so the water needs to be conditioned before they can live in it."

"It makes you think: if fish need specially treated water to thrive, what does that say about the water we're drinking every day? The difference is that our bodies are more resilient, but they still benefit from cleaner water."

The \$5 Pool Tester Trick: Visual Proof

Buy a simple pool tester kit at Walmart or Amazon for about \$5. When you're with a customer, fill the tester with their tap water and run a standard five-drop chlorine test.

What you will find: their tap water has MORE chlorine than what is rated to be safe in a swimming pool.

Water Softeners Are NOT Filters

A water softener is a resin ionic exchange reactant that causes calcium to not bond, then flushes through a system on a backwash with salt. That's all it does.

- It does NOT stop chemicals
- It does NOT stop chlorine
- It does NOT filter particles, sediment, or contaminants
- Chlorine making it into a water softener actually shortens resin life by half or one-third

Sales Approach

Many customers have spent \$6,000-\$10,000 on a water softener. Do NOT tell them it was a mistake. Instead say: "What you have is great for hard water. What I am adding is particle filtration and chlorine removal. Together, they work perfectly. You get soft water AND clean water." These systems can work in conjunction with a softener, or completely replace one (highly recommended).

Filtration and Health: Including Pets

Pets are smaller than humans. They react to environmental conditions and poor water quality FASTER than people do.

- Pets are sensitive to chlorine and contaminants in water, and many owners notice improvements in coat shine, skin health, and energy when switching to filtered water
- If your customer has pets, clean water is an easy conversation, it's something they already care about
- Plants watered with filtered water grow stronger and more vibrant
- Fish in aquariums thrive on filtered water (no more die-offs from chlorine shock)

Technical Sheets

[\[Clickable: Technical Spec Sheets : found inside Source of Truth folder\]](#)

SECTION 4: What Customers Care About

Key Benefits (Quick Reference)

- Removes chlorine, chemicals, sediment, and scale from every tap in the home
- Provides medical-grade alkaline drinking water (pH 9-11) at the kitchen sink
- Protects and extends the life of appliances, water heaters, and plumbing
- Eliminates hard water stains, soap scum, and mineral buildup
- Softer skin and healthier hair
- Better hydration, improved digestion, and more consistent stamina throughout the day
- Safer water for children, families, and pets
- Eliminates the cost and waste of bottled water
- No salt, no backwash, no maintenance beyond filter changes
- Filters need replacing every 6--14 months, which means recurring revenue for your business

Pain Points This Fixes

Financial Pain Points

- Spending hundreds per year on bottled water that doesn't even rehydrate properly (most is pH 6 or below)
- Premature appliance replacement due to mineral damage
- Ongoing water softener salt costs with no filtration benefit

Health Pain Points

- Chlorine exposure in showers causing red eyes, dry skin, and damaged hair
- Ingesting chemicals linked to cancer, immune dysfunction, and endocrine disruption
- Children and elderly family members who stand to benefit most from reduced chemical exposure
- Pets that may be sensitive to chlorine and accumulated contaminants in tap water
- Gut health and microbiome disruption from chlorine and fluoride

Emotional Pain Points

- "I had no idea what was in my water." That's the moment they see the EWG database.
- "My family deserves better than this." That's where it lands once they see the data.
- "I want to do something about it now." The desire to act right away.
- "I want to do right by my family, and this is something I can actually do."

Short Version: Top 5 Reasons to Buy

1. Protect your family's health from chemicals you cannot see, taste, or smell
2. Save money on bottled water, appliance repairs, and energy bills
3. Get alkaline drinking water (pH 9--11) that matches what you'd pay \$5 a bottle for
4. Feel the difference in your skin, hair, and energy within the first week
5. Never worry about what's in your water again

Long Version: Benefits by Category

Category	Before Arctic Spring	After Arctic Spring
Drinking Water	Tap water with chlorine, chemicals, and contaminants	Medical-grade alkaline water at pH 9-11, same as \$5/bottle brands
Shower / Bath	Chlorine fumes, dry skin, damaged hair, red eyes	Clean, chlorine-free water; softer skin, healthier hair
Appliances	Scale buildup, premature failure, reduced efficiency	Protected pipes, extended appliance life, lower utility costs
Health	Daily chemical exposure affecting gut, immune, endocrine systems	Clean water supporting better digestion, energy, and immune function
Pets	Drinking contaminated water, higher cancer and tumor rates	Cleaner water, shinier coats, better health outcomes
Cost	\$100-500+/year on bottled water, repairs, softener salt	Pennies per gallon, annual filter change, long-term savings
Peace of Mind	Unknown contaminants, uncertainty, worry	Third-party certified filtration, visible results, confidence

SECTION 5: Where It Works Best

Ideal Homes

- Single-family homes on municipal water (the largest market)
- Homes on well water (need auto-flush well water unit)
- New construction homes (install before move-in for pristine water from day one)
- Older homes with aging pipes (filtration prevents further pipe degradation)
- Multi-family properties and apartment buildings
- Vacation homes and rental properties (adds value and appeal)

Top Industries and Scenarios

Industry	Application	Why They Need It
Restaurants / Food Service	Whole house + RO for kitchen, ice, and beverages	Water quality affects food taste, safety, and equipment lifespan
Salons / Spas	Whole house for wash stations, RO for treatments	Clients notice softer hair and better skin right away
Medical / Dental	RO for equipment sterilization and patient care	Medical-grade water is required for many procedures and compliance
Offices / Co-Working	Whole house + RO for break rooms and water stations	Employee wellness benefit that eliminates bottled water delivery costs
Gyms / Fitness Centers	RO for water fountains and refill stations	Health-conscious members expect clean water
Daycares / Schools	Whole house + RO for all water access points	Protecting children is the strongest selling point
Pet Grooming / Veterinary	Whole house for wash stations	Chlorine-free water for animal skin and coat health

Before and After Examples

Residential: St. Pete, Florida

Before: A family on city water. After 10 years, their water heater had a foot of sand and gravel at the bottom. Chlorine levels tested higher than pool standards. Skin issues, hair damage, and a water heater running at a fraction of its efficiency.

After: Whole house system plus RO installed. Water heater efficiency restored. Skin cleared up within a week. Hair got softer. They stopped buying bottled water entirely. Estimated savings of \$2,400+ per year.

SECTION 6: Why This Approach Is Different

Comparison Chart

Feature	Arctic Spring	Bottled Water	Pitcher Filter	Water Softener	Whole House RO (\$20K+)
Whole House Coverage	Yes	No	No	Partial	Yes
Removes Chlorine	Yes	Varies	Some	No	Yes
Removes PFAS	Yes (Trio)	Varies	No	No	Yes
Removes Scale	Yes	N/A	No	Yes	Yes
Medical-Grade Drinking	Yes (RO)	No	No	No	Yes
Alkaline pH 9-11	Yes (RO)	Expensive brands only	No	No	Varies
No Salt Required	Yes	N/A	Yes	No	Varies

Feature	Arctic Spring	Bottled Water	Pitcher Filter	Water Softener	Whole House RO (\$20K+)
Annual Cost	Filter replacement only	\$500-2,000+	\$50-150	\$200-500 (salt+maint)	\$1,000+
Environmental Impact	Minimal	Massive plastic waste	Moderate	Salt brine discharge	Minimal
Typical Investment	~\$5,995 (whole house + RO)	Ongoing	\$30-50 per pitcher	\$6,000-10,000	\$20,000-30,000

vs. Bottled Water

- Premium alkaline water costs \$3.50 to \$5 a bottle. This RO system produces the same quality for pennies.
- Most popular brands (Dasani, Aquafina, Deer Park) are pH 6 and below, they quench thirst but don't rehydrate as well.
- Ever look at the back of a bottle of water? It has ingredients: purified water, calcium chloride, sodium, and "other ingredients." Every brand has different additives.
- No plastic waste, no hauling cases from the store, no running out.

vs. Pitcher Filters (Brita, PUR)

- Pitcher filters only clean what you manually filter. This system cleans EVERY tap in the house.
- Pitcher filters need replacing every 2-3 months. These filters last 6-14 months.
- Pitchers don't remove heavy metals, PFAS, or most chemicals at meaningful levels.
- You cannot shower or do laundry with a pitcher filter.

vs. Traditional Water Softeners

- A water softener is NOT a filter. It only addresses hard water through ionic exchange.
- Softeners require ongoing salt purchases and regular backwash cycles.
- Chlorine degrades water softener resin, shortening its life by one-third to one-half.
- This system can work alongside a softener OR completely replace it.

vs. Whole House RO Systems (\$20,000-\$30,000)

Customers sometimes say they want a “whole house reverse osmosis system.”
Here's how to handle it:

- True whole-house RO costs \$20,000-\$30,000, because that is commercial-grade equipment
- You don't need pharmaceutical-grade water for showering and laundry.
- This two-tier approach is smarter: whole house filtration for general use, RO at the kitchen sink for drinking and cooking
- The RO includes a remineralizer. Most whole-house RO systems strip ALL minerals, leaving acidic, unhealthy water.

vs. Doing Nothing

- Unfiltered water means ongoing appliance wear, scale buildup, and daily exposure to contaminants that a simple system can address.
- The sooner a system is in place, the sooner you start protecting your home and your water quality.

SECTION 7: What Customers See After Install

Timeframe	What Customers Notice
Day 1	Water tastes different. Chlorine smell and taste are gone immediately.
Week 1	Skin feels softer in the shower. Hair feels cleaner and looks shinier after 2-3 washes. The chalky dry-skin feeling disappears.
Month 1	Less conditioner needed. Shower steam smells fresh, not like a pool. Soap works better. Energy levels increase from better hydration. Sleep quality improves.
Months 3 to 6	No more hard water stains on fixtures or glass. Pipes flow cleaner. Water pressure may increase. Pet coats are shinier. Pet skin issues clear up. Plants thrive.
6 to 12+ Months	The water heater and appliances last longer. Thousands saved in avoided repairs. Chronic inflammation decreases. Customers become brand advocates and referral sources.

Savings Breakdown

- Bottled water elimination: \$500-\$2,000+ per year per family
- Appliance longevity: water heaters, dishwashers, and washing machines last years longer
- Jody's personal example: saved \$200/month when he replaced a water heater destroyed by 10 years of unfiltered city water. That foot of sand and gravel cost him thousands in lost efficiency.
- Lower product usage: customers find they use less soap, shampoo, and conditioner when water is chlorine-free, small monthly savings that add up over time
- Health-related savings: fewer doctor visits, medications, and health interventions over time

Comfort Improvements

- No more dry, tight, chalky skin after showering
- Hair is softer and more manageable without expensive products
- Shower experience transforms: no chlorine fumes, no chemical smell
- Cooking with RO water improves the taste of food, coffee, and tea
- Plants, pets, fish, love RO water- longer and healthier life
- Ice tastes better. Water dispensed from the fridge tastes better.

The Referral Effect

Once customers experience clean water, they talk about it. To their family, their friends, their coworkers. The best referrals come from people who bought the system and are using it daily. When they see a friend complaining about dry skin, or a family member dealing with appliance issues, they connect the dots.

“You need what I got. Let me introduce you to my water person.”

This is why water filtration is a continual annuity business. You're not selling a one-time product. You're building a community of people who believe in clean water, and they become your best referral source.

“Ever since I purchased the Arctic Spring, everything from my hair, my skin, to my gut health improved. I no longer need lotion for my skin; it's so soft!”

- Bonnie B. from St Petersburg, FL

SECTION 8: How To Talk About It

Core One-Liners

Use these in text messages, social media, or as conversation starters:

- “Would you drink your pool water? Most people wouldn’t. But your tap water might be worse.”
- Fish need specially treated water to thrive. It's worth asking what that says about the water we drink every day.
- "Most people are filtering a glass at a time. We filter the whole house, then step it up to medical-grade drinking water right at your kitchen sink."

15-Second Pitch

“I help families get clean, chemical-free water at every tap in their home. No more chlorine in the shower. No more contaminated drinking water. And it actually saves money by protecting your appliances and eliminating bottled water. Want to see what is in YOUR water? It takes 30 seconds to look up.”

30-Second Pitch

“Most people don't know this: the legal standards for American tap water have not been updated in over 20 years. Your water has chemicals in it that were not even invented when those standards were set. Chlorine, PFAS, microplastics. It is all in there. What we do is install a whole-house filtration system that cleans every drop of water in your home, plus a medical-grade reverse osmosis system at your kitchen sink that gives you alkaline drinking water, the same quality as a \$5 bottle of Fiji. The whole thing installs in about an hour with no permits needed. Want to see what's in your water right now? I can pull up your zip code in 10 seconds.”

Full Sales Script

Opening

“Would you drink your pool water? [Wait for no.] Of course not. Nobody would. But here is what I have found after 28 years of testing water: the tap water in most American homes has MORE chlorine than what is rated safe for a swimming pool. And you are drinking it, showering in it, cooking with it, and giving it to your family every day.”

Transition to Education

“Let me show you something. [Pull up EWG Tap Water Database on phone.] I am going to type in your zip code. [Type it in.] Look at this. [Point to specific contaminants.] See this? [Name the chemical.] That is [X] times the recommended health guideline. That is in YOUR water, right now, today.”

Build Urgency

“Here is what is scary: the legal limits for tap water have not been updated in 20 years. Many of these chemicals were not even on the radar back then. PFAS, those are forever chemicals, they are so dangerous they are measured in parts per TRILLION. And they are being found in water supplies all across the country.”

Introduce the Solution

“What we install is a two-part system. First, a whole house filter that goes right on your main water line. Think of it like putting your entire house on a Brita filter. Every shower, every faucet, every appliance gets clean water. Then, under your kitchen sink, we install a medical-grade reverse osmosis system. This is the same technology hospitals use. It filters down to 0.0001 micron, removes 99% of everything, and then adds healthy minerals back so your drinking water comes out at a pH of 9 to 11. That is the same quality as Fiji or Eternal water that costs \$5 a bottle.”

Address the Softener Objection

“You have a water softener? Great. Here is what most people do not realize: a softener is not a filter. It only deals with hard water. It does not remove chlorine, chemicals, or contaminants. This system works perfectly alongside your softener, or it can replace it entirely. Either way, you are getting both soft AND clean water.”

In-person Demo

“[Pull out \$5 pool tester.] I am going to test your tap water right here. [Fill cup, add test drops.] See this? This is the chlorine level in your water. Compare it to the pool standard. Your tap water has more chlorine than your pool. Every home I have ever tested in America tests at this level or worse.”

Close

“Here is what I recommend: the whole house system plus the RO for your drinking water. The whole house handles everything: showers, laundry, appliances. The RO handles your drinking and cooking water. Installation takes about an hour, no permits needed, and you will feel the difference in your skin and taste the difference in your water on day one. Can I get you scheduled?”

DM / Text Scripts

Cold Outreach

“Hey [Name]! Quick question: have you ever looked up what is actually in your tap water? I just started helping families in [area] get whole-house water filtration and the results are kind of shocking. Would you be open to me sending you a quick screenshot of what the Environmental Working Group found in your zip code?”

Warm Follow-Up

“Hey [Name], remember we talked about water quality? I just ran your zip code through the EWG database and found [X contaminant] at [X] times the recommended health level. I wanted to share because I know you care about your family’s health. Want me to walk you through what we can do about it?”

Referral Request

“Hey [Name], I know you have been loving the water since we got you set up. I am building this business on happy customers and referrals. Do you know anyone who has been complaining about their water, or who you think would want to know what is in theirs? An introduction would mean the world.”

Email Templates

Email #1, Initial Outreach

Subject: What is in your water? (The answer might surprise you)

“Hi [Name],

I wanted to reach out because I have been helping families in [area] discover what is really in their tap water and most people are shocked by what they find.

Did you know that legal standards for American tap water have not been updated in over 20 years? The Environmental Working Group has a free database where you can look up your zip code and see exactly what contaminants are in your water and how far above health guidelines they are.

If you are curious, here is the link: www.ewg.org/tapwater

I would love to chat about what I found for your area and how we can fix it, easily and affordably.

Talk soon,
[Your Name]”

Email #2, After Showing the Data

Subject: Here is what we found in your water

“Hi [Name],

Thanks for taking the time to look at your water report. As you saw, [specific contaminant] was at [X] times the recommended health guideline. That is what your family is drinking, showering in, and cooking with every day.

The good news: we can fix this. Our Arctic Spring system installs in about an hour at your main water line and cleans every drop of water in your home. Plus, we add a medical-grade reverse osmosis system at your kitchen sink for the purest drinking water available: alkaline, remineralized, and better than any bottled water on the market.

Want to schedule a quick 15-minute conversation to go over the options? No pressure, just information.

[Your Name]”

Email #3, Post-Installation Check-In

Subject: How is your water treating you?

“Hi [Name],

It has been [X weeks/months] since we installed your Arctic Spring system and I wanted to check in. How is everything feeling? Most families notice softer skin, better-tasting water, and healthier hair within the first week.

As a reminder, your filters will need to be changed in approximately [X months]. I will reach out before then to get you scheduled.

Also, if you know anyone who might benefit from learning what is in their water, I would love an introduction. The best part of this work is helping families feel confident about something as basic as their water.

Thanks for trusting me with your family’s water!

[Your Name]

Email #4, Filter Replacement Reminder

Subject: Time for fresh filters!

"Hi [Name],

It is about that time! Your Arctic Spring filters have been working hard for the past [X] months, and they are ready for a change-out.

I have your replacement kit ready to go. Can we find a 20-minute window this week or next to get you swapped out and back to peak performance?

Let me know what works for your schedule.

[Your Name]

Door-to-Door / Phone Script

"Hi, I am [Name] and I work with families in [area] to help them understand and improve their water quality. Quick question: do you know what is in your tap water right now? [Pause.] Most people do not, and what we have been finding is pretty eye-opening."

"I have a free tool that lets me look up your zip code and show you exactly what contaminants your family is being exposed to. It takes about 30 seconds. Would you be open to taking a look?"

Version A, Direct

"We test tap water in homes across the country, and the chlorine levels consistently come out higher than pool safety standards. Most people have no idea. We can fix that. DM me to find out what's in YOUR water."

Version B, Education

"Most people assume the government is watching out for them when it comes to tap water. Here's the thing. The federal standards for what's considered 'safe' in your drinking water haven't been updated in over 20 years. Science has moved. Those standards haven't. So contaminants that researchers now link to hormone disruption, developmental sensitivities in children, and long term health risks are still sitting inside the legal limit. Legal doesn't mean safe. It just means it hasn't been updated yet. That's why we do this work. DM me and I'll pull up exactly what's in your zip code's water right now."

Social Media Captions

“Did you know the legal standards for American tap water have not been updated in over 20 years? The chemicals in your water today were not even invented when those standards were written. PFAS, microplastics, chlorine byproducts, it is all flowing through your pipes right now. Type your zip code into ewg.org/tapwater and see for yourself. Then DM me when you want to do something about it.”

Version C: Story-Based

“A customer asked me last week: ‘If my fish cannot survive in tap water, why am I drinking it?’ That question changed everything for her family. She installed an Arctic Spring whole house system and RO, and within one week, her skin was softer, her hair was healthier, and her water tasted like a premium bottle. The kicker? She was spending \$150/month on bottled water. Now she spends zero. DM me if you want the same for your family.”

CTAs (Calls to Action)

- “DM me your zip code and I will send you what is in your water.”
- “Comment WATER and I'll reach out with your free water quality report.”
- Want to know what's in your family's water? Let's talk. Link in bio.
- “Book your free 15-minute water quality consultation here: [\[link\]](#).”

SECTION 9: What Happens After The Sale

Installation Overview

One of the biggest advantages of Arctic Spring is speed and simplicity. No permits in most jurisdictions, no HOA delays, no complex equipment. You can sell today and install tomorrow.

What the Tech Does

Whole House System

1. Locate the main water entry point into the home
2. Shut off water supply
3. Cut into the mainline and install the filtration system (plug-and-play design)
4. Ensure proper fitting with 1” NPT connections
5. Test all connections for leaks

6. Run water through the system to flush and activate filters
7. Walk the customer through the system and set expectations

Reverse Osmosis System

1. Install under the kitchen sink
2. Connect to cold water line
3. Install the dedicated RO faucet at the sink (separate from main faucet)
4. Connect to refrigerator for ice and water dispensing (varies on plumbing setup)
5. Test all stages and check for leaks
6. Sales Rep walks the customer through the dedicated faucet and filter schedule

Homeowner / Business Owner Preparation

- Know where the main water shutoff is before the tech arrives
- Clear the area around the main water entry point
- For RO: clear space under the kitchen sink (RO fits all sizes)
- Have someone home who can walk through the system after installation

Timing & Process

Step	Timeline	Notes
Sale completed	Day 1	Collect payment and schedule installation
Installation	Day 2 (or same day)	Most installs take under 1 hour for whole house, 1-2 hours for whole house + RO
System live	Immediately after install	Customer has clean water from the moment the system is turned on
First filter check	Month 8-12	Visual check of clear first-stage housing to monitor filter condition
Filter replacement	Month 8-12	Depends on household size and water usage

Warranty Information

- All Arctic Spring products carry manufacturer warranty
- 10 year manufacturing warranty, 1-2 year servicing warranty (varies by plumber)
- ScaleArmor™ and PFASArmor™ media backed by IAPMO and NSF certifications
- Filter housings certified to NSF/ANSI 42 for safety and structural integrity

Safety Notes

- All products are certified lead-free (NSF/ANSI 372, CSA B483.1)
- No BPA, mercury, or harmful materials in any component
- Antimicrobial technology in RO system prevents bacterial growth
- The installation diagram is straightforward. Any qualified plumber should be able to follow it without issue.

Install Videos & Photos

[RO Install Videos](#)

SECTION 10: Quick Start, Your First 5 Days

Day 1, Learn the Basics

- Read this entire playbook cover to cover. Then read it again before your first conversation.
- Master the key numbers: 5 micron, 3.5 micron, 0.0001 micron, pH 9-11, 50 GPD
- Practice the opening question, “Would you drink your pool water?”
- Bookmark ewg.org/tapwater and practice looking up zip codes
- Understand the product variants: Single, Dual, Trio (PFAS), and RO
- Get comfortable with the micron scale table until you can explain it without looking
- Understand the difference: water softener is NOT a filter

Day 2, Get Ready to Have Conversations

- Practice the zoom-in analogy: water looks completely clear from a distance, but zooming in reveals particles that were always there, just too small to see. This is your go-to for explaining why filtration matters at a microscopic level

- Buy a \$5 pool tester at Walmart or Amazon and test your own tap water. When you've seen the results yourself, you can speak from real experience
- Pull up ewg.org/tapwater and look up your own zip code. Know what's in your water before you ask anyone else about theirs
- Attend at least one of Robby's Thursday training sessions before you start outreach. The live context and Q&A will sharpen everything you've read in this playbook

Day 3, Outreach & Messages

- Make a list of 20 people: family, friends, neighbors, coworkers, anyone in your social media connections
- Send your first 10 DMs or texts using the scripts in Section 8
- Post your first social media caption (Version A, B, or C from Section 8)
- Send your first 5 emails using Email Template #1
- The goal is to book 2 appointments for Day 4 and Day 5

Day 4, Collect Pics / Bills / Info

- Run your first consultations using the Full Sales Script
- Show customers the EWG database for their zip code
- If in person, run the \$5 pool tester demo
- Ask discovery questions: household size, water source, health concerns
- Take photos of any visible water issues (stains, buildup, discolored filters)
- Collect commitment or schedule installation

Day 5, Book 2 Appointments

- Complete your first installation (or schedule it for the earliest possible date)
- Walk the customer through the system and filter change schedule
- Ask for referrals: "Who else do you know who might benefit from this?"
- Post your first customer success story on social media (with permission)
- Schedule the 6-month or 8-month filter replacement appointment
- Celebrate. You've launched your water filtration business.

What Success Looks Like After 5 Days

- You can explain the micron scale and filtration types confidently
- You have at least one closed sale or firm appointment
- You have 2 to 3 warm leads in your pipeline
- You have posted at least once on social media about water quality
- You have scheduled your first filter replacement callback
- You feel confident walking into any conversation about water

SECTION 11: Your Next Step

Your One-Liner

“Arctic Spring gives your family hospital-grade clean water at every tap in your home, from the shower to the kitchen sink, while protecting your appliances, your health, and your wallet.”

Why This Product Delivers

Water isn't optional. Your family drinks it, bathes in it, cooks with it, and lives in it every single day. The question is how to help families get access to better water, and Arctic Spring makes that straightforward.

Arctic Spring answers that question with third-party certified, Italian-manufactured, whole-house filtration plus medical-grade reverse osmosis. It's backed by 28 years of field expertise, a community of successful dealers, and a product that sells itself once people see what's in their water.

Call to Action

Your next step:

Start with one conversation. Reach out to someone you know, share what you've learned, and offer to look up their zip code on the EWG database together. Let the data do the talking.

One conversation leads to one installation. One installation leads to a referral. That's how this business grows, through trust, real results, and customers who feel good about what they've invested in.

Filters don't last forever. Your customers will come back, their friends will come to you, and your business will grow. This is a continual annuity built on trust, health, and results.

Let's Help More Families Win

You're not just selling filters. You're helping families feel confident about something as fundamental as the water in their home, and building a business that grows through repeat customers, referrals, and recurring filter revenue.

You're in the right place. Let's get to work.

SECTION 12: Resources

Arctic Spring Biome Leaders

Jody Jordan comes with 28 years of experience in water chemistry and filtration science. He can help you with technical questions, tough customer scenarios, water science education, and deep-dive training.

Robert Wright specializes in retail strategy, sales psychology, and business building. He can help you with scaling your business, pricing strategies, inventory management, and recruit training. Robby's standing offer: "Use me while I'm here. It's free. I don't charge you any commission. You keep what you bring to us."

[RO Install Videos](#)

[Arctic Spring Source of Truth Folder](#)

[Technical Spec Sheets](#)

EWG Tap Water Database to look up water contamination by zip code:
ewg.org/tapwater

For questions, please visit the Arctic Spring channel inside our
[Community page](#)