



## Here's Why Email Marketing is So Wonderful...

You gotta love it! It's cheap, it's super effective and you can use it to keep in touch with your most valuable asset: your prospects and clients. You can send professional-looking e-mails to your client base for very little cost. There are even some companies that allow you to send mass e-mails for free.

But before you can take advantage of this great cost effective tool, there are a few things you need to know about e-mail marketing to keep yourself out of trouble.

According to the Can Spam Act of 2003, you are allowed to e-mail someone you are in a client relationship with. When you e-mail, the subject of the e-mail must be relevant to the body of the e-mail. **No deceptive information** can be in the e-mail. Your physical address must appear in the e-mail. And, you must provide an automated way for the client to opt-out of your list.

### What does "opt-in" and "opt-out" mean?

Opt-in means to sign up for an e-mail list. Opt-out means to leave an e-mail list. Once someone asks to leave your list, you can NOT e-mail them any longer or you violate the Can Spam Act.

The process of opting out should be automated. An automated opt-out would mean giving your client the ability to click a button in order to get off your e-mail list.

Although I don't know of any cleaning companies who have been slapped with a fine yet, it has happened in other industries. The Federal Trade Commission can issue a fine of up to \$11,000 and violations may even lead to imprisonment in some extreme cases.

(See the FTC Web site for complete information on the CAN SPAM Act.)

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**Plus, get our FREE Report...7 Secrets to Keep Your Carpet Beautiful. You'll also be informed via email with exclusive internet only specials.**

Simply enter your valid email address above to get immediate access to this report!

Above is an example of an email opt-in on a carpet cleaning website. This particular box was generated by Constant Contact.

The good news is, there are companies who create most of this stuff for you for very little money. You can even get a free e-mail service at [www.mailchimp.com](http://www.mailchimp.com). But you'll get better service and more features with a paid email service. Heck, they're dirt cheap starting at \$15 per month. Some fee-based companies include [www.ConstantContact.com](http://www.ConstantContact.com), [www.IContact.com](http://www.IContact.com) and [www.Aweber.com](http://www.Aweber.com)

For cleaning businesses, I recommend Constant Contact. Below is a link for you to get a 60 day FREE trial. Yes, it's my affiliate link, which means I make a couple bucks if you stay on as a member. If you sign up via this link, you put a couple dollars in my tip jar, that's all. It won't make or break me.

<http://www.constantcontact.com/features/signup.jsp?pn=hitmanadvertising>

Another big consideration in choosing an e-mail marketing service is how users can opt-in. With a service like Aweber, you can automatically add clients to your list. However, they'll need to click a response link to verify their e-mail. If they don't respond to the first e-mail, they won't get on your list. This is called a double opt-in. The user is required to opt-in twice.

Constant Contact and IContact gives the ability for single opt-in. In other words, the user can opt-in on your Web site and not have to respond to an e-mail. As well, you can put the e-mails of your current clients on your list. Your client won't need to respond to an initial e-mail to get on the list. The one major drawback with single opt-in is, an average of 25 percent of your e-mails never get delivered. Even so, single opt-in is arguably best for cleaning businesses.

Once you're set up with an e-mail marketing or autoresponder service, there are three great ways to get e-mail marketing to work for you:

Put up an opt-in box on your website for prospects to sign up on your e-mail list. You should give web surfers a good incentive like a free report, promise for future special offers, or a discount off their next cleaning.

Above your opt-in box, put something like, *"Sign up for our e-newsletter now and get a \$35 coupon good for your next cleaning."*

When the prospect comes to your site, you catch her attention by making an offer to get her to opt-in to your e-mail list. If she opts in, you have verifiable proof through your e-mail marketing company that she wants to receive your e-mail. Now you have legal rights to e-mail her under the conditions of the Can Spam Act, even if she's never used your service.

Get e-mail addresses from your clients as they book an appointment. When they book, simply ask them if they'd like to receive special offers from you via e-mail. Now this is a little bit of a gray area, but according to the Can Spam Act of 2003, you are allowed to send e-mail to clients with whom you already have a relationship. But you still have to follow the Can Spam Act rules.

Get the e-mails of clients on your database. Simply mention you have an online presence or e-newsletter. Give them an incentive, like a dollar amount off their next cleaning, if they go to your Web site and opt-in.

**A word of warning:** Sending a mass e-mail on your own through Microsoft Outlook to prospects or even your current clients is a violation of the Can Spam Act. This is because you can't set up an automated opt-out with Outlook. To keep things legal, use an e-mail marketing system.

Start collecting e-mail addresses from clients and prospects now. You'll reap the rewards of easy, cost-effective marketing.

# How to Get Email Addresses From Prospects and Clients

E-mail is a very cost-effective way to advertise to your clients. Heck, it's practically free. But the dilemma sometimes lies in getting your client to give you their e-mail address.

You surely want to collect e-mails as prospects call for information and as clients book appointments. Your biggest obstacle may be getting your receptionist to ask for the e-mail. A few negative responses could lead her to believe people don't want to give out their e-mail.

And it's true. People don't always jump at the chance. But all this can change depending on how you ask for the e-mail address. It's your job to train the people answering your phone to ask correctly.

*Don't just say, "Can I have your e-mail address?"*

*The first response will be "NO" much of the time.*

## Always Give a Reason Why

First, give them a reason why you need it: "So that we can send you a confirmation for your appointment and some tips on how to get ready for our service, what is your e-mail address?"

You're giving them a good reason. Then, you're making the assumption they will give you their e-mail. There should be no hesitation in your voice. Kind of like, "Oh, by the way, what was your e-mail address?"

Tell them what you want to do with their e-mail address to put your client at ease. If there are any objections after you tell them, let them know you would never spam them or sell their address.

Be honest with what you will do with their e-mail. If you are going to put their name in an auto-responder e-mail newsletter, let them know they'll be receiving periodic e-mails from you. This will greatly cut down on complaints.

The same type of questioning works for prospects who are gathering information on the phone and not quite ready to book an appointment.

Before you get off the phone, say, "We have some detailed information about pet odor removal (tile cleaning or whatever you were talking to your prospect about), if I could get your e-mail address, I'll send you the information right away." This works great to give your prospect an extra bit of information on how you can take care of their problem. And since most cleaning companies don't do this, you'll have the advantage.

If they're even remotely interested in hiring your company, they'll give you their e-mail. If they're not interested, they weren't going to buy anyway. Send them on their way.

The main idea is to get over the fear of asking for an e-mail address. Yes, some consumers are scared to give it out. They

**Please comment on this...** ← **Subject**  
~ Alex Mandossian ~ [info@AlexHelpDesk.com]  
Sent: Wed 3/18/2009 12:17 PM  
To: John Braun  
**Who is it from?**

Wednesday, March 18th (2009) ← **Undeniable Truth**

FR: Alex Mandossian  
RE: VSU Faculty Opportunity

Please read and reply to my latest blog post I published yesterday... ← **Call to Action**

--> <http://www.AlexMandossian.com> <<-- See March 17th

If you're a teacher or trainer, then I encourage you to read this post and leave your candid reply. ← **Secondary Response**

To Your Success,

Alex Mandossian  
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To update your contact information:  
<http://alexmail.org/app/r.asp?c=1&ID=128807486&D=> ← **Option to Opt-out**

fear you will spam their e-mail box or sell their address to another company. If you hear any hesitation on their part, always assure them that their e-mail address is safe and they can easily choose to stop receiving e-mails from you at any time.

## Have an E-mail Newsletter “Opt-in” Box on Your Website

Like I mentioned earlier, this one is kind of obvious. Have a box that offers some sort of bribe or reward for opting in to your e-mail newsletter. Perhaps give a coupon or free gift simply for opting in. Gone are the days when web surfers were willing to sign up for an e-mail newsletter just for the novelty. Most everyone wants to avoid more e-mail. So you have to give them an offer they can't refuse.

As a last note, tell them you're out to make friends, not enemies. You wouldn't do anything with their e-mail address other than send an occasional special offer, cleaning tip, or newsworthy information.

If they disagree in giving the address out, so be it. Respect their decision. Just book the job and gain a new customer.

## Don't Neglect Your Most Important Asset: Your Clients

Email is simply another way for you to communicate with your clients.

The more you communicate with them, the more connected they are to you. The less likely they are to call another cleaning company.

Use email as a secondary way of communication. Most of your clients use email regularly I would bet. Take advantage of this opportunity while you have the chance.

You can easily learn to set up an email campaign to get MORE business in 2010!

 If you'd like me to walk you through the entire process, click one of the links below to get started.


**Option #1:** Get in on the Email Marketing Course at [www.Hitmanadvertising.com/emailmarketing.html](http://www.Hitmanadvertising.com/emailmarketing.html)

**Option #2:** Get in on my exclusive Ad of the Month Coaching Club where you get the complete Email Marketing Course, monthly newsletters and postcards to send your clients, tons of already proven newspaper ads, tons more direct mail pieces, and lots more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

Don't wait. Do something right now. You can either spend hours figuring out how to create these emails by yourself or let me help you and save tons of time. Click one of the links above now.

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March 2010

### Bring Spring Cleaning a Little Early!

**Get These FREE Gifts...**

With any cleaning before March 31, 2010 you get ONE FREE gift of your choice.  
But you MUST mention this postcard when you call.

**Choose Your FREE Gift (Pick ONE):**

- \* FREE Car Mats Cleaned—limit 4 mats (\$30 value)
- \* FREE Edge Cleaning to remove dark lines at baseboards (up to \$40 value)
- \* FREE 50 Square Feet of Tile and Grout, Vinyl, or Hardwood Floor Cleaning (One area up to \$50 value)
- \* FREE Area Rug Cleaned (up to 35 square feet or \$52 value)

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