

# Low-Budget Marketing



# Plan



By

HitMan



Advertising



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You are responsible for your own advertising in your business.

# “Now We’ll Do All Your Advertising For You.”

...Ads already written for you

...Graphic design with your logo & info

...Postcards or newsletters mailed to your clients or shipped to you

...Postcards, Every Door Direct Mail, Brochures and more created for you

...Lowest cost printing you can get anywhere

...It doesn’t get any easier!

*“My clients asked me to do this for years and I finally caved in.  
It’s a one-stop shop for your advertising.” -John Braun*



*I’ll make it easy for you*

You don’t have to worry about your advertising any longer. Don’t worry about ad copy writing or graphic design. I’m now including professional graphic design free for my members.

*FREE Graphic Design!*

Postcards, newsletters, EDDM, newspaper ads, magazine ads, brochures, salesletters, gift cards, and more. We do it for you and it’s ready to go to the printer.

You can get killer EDDM postcards and training at:

[www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

**Now, see the Low-Budget Marketing Plan...**

Get postcards, EDDM designed for you and advertising coaching at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

## Low-Budget Marketing Plan?

This report was originally written for my Advertising Coaching Club members. Start-up companies and other companies on a low budget always ask me for a specific marketing plan with only a \$500 or less monthly budget. So that's why I created this report and now I'm passing it on to you for a short time.

If you're new in business or really tight on cash flow, here are some marketing tactics you can use. This is assuming of course you have at least a couple hundred dollars to work with.

Most of these tactics require your work and effort. They require your time. The more time you put into this, the better you'll get at doing it and the better your results.

If you have money to spend on advertising, you can do these things in conjunction with a solid advertising program and do even better.

**See the next page for where you should start...**

# Get Professionally Branded Materials

Arm yourself with professional, branded advertising materials to pass out to prospects. This will help set you apart from “Joe Blow” the cleaner. You have templates available for all of these in the Ad Club site. Also, we can do the graphic design on these for you and get you really low prices on printing these. Pass these out to Realtors, Flooring Retailers, Interior Designers and others who are in a position to refer you.

**1. Get gift cards printed up.** These thick, full color cards can be done for as little as \$18 + \$10 shipping for 1000, or even better, \$51 + \$11 shipping for 5000. If you need gift cards prepared for you, we have templates already done for you in the ad club member site.



**2. Get glossy, beautiful brochures printed up.** 8.5×11 inch, full color, tri-folded, glossy brochures can be done for as little as \$135 + \$11 shipping for 1000, or even better, \$230 + \$48 shipping for 5000. We also have templates already done for these in the ad club member site created for you.

**3 Quick Do-it-Yourself Spot Removal Tips**

1. Use a Wet Vac to remove as much of the liquid and soil as possible. A wet vac will pull the soil up instead of press it down into the backing of your carpet.
2. After you remove the soil, treat the spot with a quality spot cleaner and gently wipe the spot with a damp towel.
3. If the spot remains, treat it again and pour a glass of water on the area to rinse. Extract the water with the wet vac.

**Pre-test Instructions**  
Pre-test by applying the spot treatment to an inconspicuous area. Gently agitate the tested area with a white cloth. If bleeding or staining occurs, do not continue.

A small wet vac is more effective for removing spots than towels.

**Most spots:** Use the spot remover we leave you and follow directions above. Avoid high residue spotters like Resolene.

**Grease or Oils:** For greasy spots, apply rubbing alcohol to a cloth and gently dab the spot. Never pour it directly on your carpet.

**Wax:** Melt the wax onto a paper bag with a steam iron. Place the paper bag over the wax. Do not allow the iron to directly touch the carpet.

**Disclaimer:** Use the techniques in this brochure at your own risk. If you feel unsure about removing the stain, call a professional right away to prevent damage.

**Professional Carpet & Rug Cleaning Services**

Carpet makers recommend professional cleaning every 12 - 24 months. If you have kids or pets, cleaning may need to be done every 6 - 12 months.

**How you'll get the cleanest carpet:**

1. Your carpet is vacuumed with a high powered vacuum to remove dry soil.
2. Edges are vacuumed to remove dust.
3. Your carpet is pre-sprayed with a neutral pH, all natural cleaning agent.
4. 12 specialty spotters are used by certified techs to remove stains.
5. Next, your carpet is gently agitated and rinsed with over 100 gallons water.
7. A special "trimaster" tool is used to remove nearly all of the water used in the process to leave your carpet dry within 4 - 8 hours.

Premium Carpet Care has the top reputation in the area. We are known for delivering a 5 star professional cleaning experience. You'll get a 100% guarantee: "If you're not happy, it's FREE!"

For a FREE friendly estimate on carpet cleaning or area rug cleaning, call us at: **474-1133** or visit [www.CarpetCareTips.com](http://www.CarpetCareTips.com)

**How to Care For Your Carpet & Rugs**

Discover how to help your carpet last twice as long.

If you're tired of trying spot removal tricks on your carpet that never work, this booklet will teach you 3 EASY Emergency Steps that will help you remove almost any spot or spill.

Provided as an educational resource by:

**PREMIUM Carpet Care**

850-474-1133  
1116 Olive Rd.  
For more spot removal tips: [www.CarpetCareTips.com](http://www.CarpetCareTips.com)

**3. Get flyers printed up.** Use one of the templates for one of our 8.5×11 inch EDDM pieces on the member site and print it as a flyer. These 8.5×11 inch, glossy, full color flyers can be done for as little as \$130 + \$11 shipping for 1000, or even better, \$219 + \$48 shipping for 5000.

\*I'd recommend ordering 5000 at a time for your best discount. Your goal is to get your literature in the hands of every single person in your target market!

**PREMIUM Carpet Care**  
1116 Olive Road  
Pensacola, FL 32514

Residential Customer  
Pensacola, FL.

PRSR'S STD  
EDRWISS  
US Postage  
PAID  
EDDM RETAIL

**Guaranteed to Make Your Carpet and Floors Look Like New or it's FREE**

You've probably lived in your home for years, and in that time you've had a lot of "traffic."

**We Guarantee Your Carpet, Tile, and Vinyl Floors Beautiful Again or There's No Charge!**

Here's how this works. We'll come to your home and first, test the "worst" spot. If you're happy with the test spot, we'll do the entire room. And then we'll do as many rooms as you want. But you only pay for the rooms you approve. If you're not happy with the cleaning in any room, that room is FREE.

And during the next 21 days, you get one room FREE for every three rooms cleaned. For example, get your living room, master bedroom and two bedrooms cleaned...and one of those bedrooms are FREE.

**Your Carpet and Floors Like New Again!**

Here's what one of our clients said after he used our services: "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with. Thank you for your professionalism." — Robert Rockwell, Realtor."

**Act Now- Call us Today at 474-1133 and...**

1. Get a quick estimate and schedule your cleaning
2. We'll clean your carpet or floors room by room
3. You judge our cleaning as we go
4. You pay only for the work you approve
5. You get one room FREE for every three charged
6. If any spots return, we come back up to 60 days

(Right) This is our shop on Olive Road where we also clean area rugs. Call for an estimate on our area rug cleaning too.

John Braun, "Master Cleaning Tech"

**Call for a FREE estimate 474-1133**

**Limited Time Offer:**

**ONE Room Cleaned FREE for Every 3 Rooms Cleaned**

During the next 21 days, you get one room cleaned FREE for every three rooms charged. Some exclusions may apply. This is not valid with any other offer. Coupon must be presented to receive offer. Call 474-1133 now.

**2012 FINALIST**

**Best of the Bay**

Get postcards, EDDM designed for you and advertising coaching at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

# Hit the Pavement With Your Branded Materials

**1. Visit at least 20 Realtors, Flooring Retailers, Interior Designers** and other businesses that are in a position to refer you each week. You'll want to obviously bring them your beautifully printed gift cards, brochures and flyers. But the main purpose of visiting them is to bring them **EDIBLE TREATS!** Everyone likes food. Stop by and bring pre-packaged cookies, candy or other treats. Spend no more than \$2-\$4 per business. Put the treats in a small gift bag that you can purchase at Wal-mart. Put your advertising materials in the gift bag.



Put pre-packaged cookies and candies in these bags along with your printed materials. Buy these at Wal-mart for about 50 cents per bag.

When you walk in, say, "Hi, I'm (Your Name) with (Your Company Name). I just wanted to stop by and give you these goodies." And then hand them the goodie bag, stand there and smile. At that instant, all the tension is gone and they are glad you stopped by. Then hand them your brochure and give them a 30-second commercial (no longer) about your business. After that, if it seems they want to talk more, talk more and answer their questions. If they don't want to talk more, thank them for their time and leave. Make SURE you write their address down so you can add them to your client database later and send them your regular monthly mailers. Stop by to see this same client every month. The goal here is to develop a relationship.

**2. Visit 20 commercial prospects each week** using the same principle in #1 using treats. Pick the higher end properties that you REALLY want. It could include apartment complexes and restaurants. They can be regular work, but cheap and demanding. Other great commercial prospects are attorney offices, doctor offices, dentists, schools, and churches. Give them a special offer and ask them if they'd like you to do a demonstration cleaning in one of their main areas. Add the places you visit to your company database.

**3. Pass out 500 flyers each week in high-end neighborhoods.** I'm NOT talking about doorknob hangers. Instead pass out a package of your gift card, brochure and flyer that is placed in a plastic bag that goes on the doorknob. Make sure the flyer has a killer headline and compelling offer (use of the EDDM postcards for your flyer). This package will get MUCH better response than just a doorknob hanger. Since you're going to walk around an entire neighborhood, you may as well make it count.

Check your local laws on where this is appropriate. As well, be aware that you do NOT want to place these packages in mailboxes as it is considered illegal to put anything inside a mailbox.



Plastic doorknob hanger bags are available at [www.Uline.com](http://www.Uline.com) for around \$50 for 1000.

# Send Postcards to Your Current Clients

Do NOT ignore this! This is by far the best advertising you can do. Even if you only have a few clients on your database, send something to them. Do this and you'll get **more referrals, more frequent cleaning from clients and higher job tickets** because your clients are better educated.

**1. Send a postcard at LEAST every other month** to all the clients you've done business with in the past. This is the MOST important thing you can do to grow your business!!! See these postcards to the right. Your postcards could be about a current holiday, to give cleaning tips, or education about your services.



**2. Send a reminder postcard** telling them it's been 1 year since their last cleaning. Do this whenever business is slow. See this reminder postcard here.



In addition to monthly or bi-monthly postcards, send yearly reminders to clients who haven't used you in over a year.

Get postcards, EDDM designed for you and advertising coaching at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)



# Use Every Door Direct Mail

If it's in your budget, this is **the BEST way** to target high-end neighborhoods. Every Door Direct Mail (aka EDDM) is a mailing program from the US Postal service that allows you to send large postcards to any mail route for as little as 16 cents per home. There's NO yearly permit fee and no commitment. The only requirement is that you send to the entire mail route, which is usually anywhere from 200-900 homes.

**1. Send 200-2500 EDDM pieces each month to neighborhoods you really want to reach.**

**2. Mail another EDDM piece to the same neighborhood within the next one or two weeks.**

**You'll Get the Cleanest Carpet in Pensacola or it's FREE!**



**How "kid stains" are conquered**  
First, your carpet is pre-treated with an all-natural cleaning agent to break down stuck-in grease and dirt. The cleaning agent is groomed into your carpet and rinsed with our \$55,000 truck-mounted system. Any remaining spots like gum, wax, nail polish, drink spills, crayon, marker, silly putty, and food are treated with one of our 12 spotting agents. Our technicians are experienced in every type of "kid stain" imaginable.

**How "pet stains" are conquered**  
At Premium Carpet Care, we specialize in pet stain and odor removal problems. We have the training and experience to give you a professional cleaning job. We can even remove pet stains from your carpet padding!

See the graphic below for details on how we remove pet urine stains and odors.



**Here's what our clients say...**  
You'll love our service just let these clients who gave us these glowing reviews:  
"I have been using Premium Carpet Care for years and their service has been wonderful. And they do quality work for a reasonable price. No one except Premium Carpet Care is allowed in my house to do the carpet cleaning. I would not use anyone else. Also, everyone that I have referred to them has been delighted with their service." - Dee Barve.  
**Here's one of our many Angie's List reviews:**  
"I have used this company for all of my carpet cleaning for the past 12 years. You can find cleaning services a little cheaper than this one, however, you will not find one that does a better job. I don't mind paying a little more for superior service. I sold a home recently, on Garscon Point, that we owned for 10 years. Premium provided the cleaning in that home the entire time. When we sold it, the original carpet was still installed, and still looked very good. Will continue using them for all my carpet cleaning needs."  
See more about us at [www.CarpetCareTips.com](http://www.CarpetCareTips.com)

First, we'll pinpoint your problem areas with our urine detector to show us exactly where the urine is located. Next, we'll pour a deodorizer directly on the problem area and then use a special tool designed to pull urine from the carpet padding. You're guaranteed this process will work wonders or you don't pay for the treatment.

**PREMIUM Carpet Care**  
474-1133

## Pet Stain Removal Guide: Frequently Asked Questions

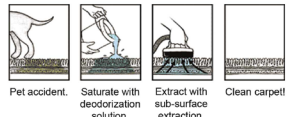
**Can you remove pet urine from carpet or rugs?**  
Absolutely! But you need to act FAST. Pet urine can cause damage to textiles as well as create an unhealthy indoor living environment. If left for months, it may permanently change the dye structure of the fabric and cause the fiber to deteriorate. To prevent permanent staining, clean urine deposits immediately. See below for some emergency tips.

**How can you remove pet stains yourself?**  
You can prevent further damage by doing this first aid treatment. This will solve minor pet problems, but for more severe problems, contact Premium Carpet Care.

- 1. If you have pets, use a wet vacuum!** Don't get a stack of paper towels to mash the urine into the padding. Use a wet vac or a small spot removal machine to suck up any liquid. This will allow the worst of the problem to be sucked up out of the fiber. Only if nothing else is available, use paper towels. But a wet vacuum will be of much more help.
- 2. After you've removed all the liquid** you possibly can, treat the area with a neutral PH spot remover or enzyme. Do NOT use Resolve. You can dilute clear dishwashing liquid at 1-to-10 ratio and use this in a pinch.
- 3. Rinse the spot with plain water.** After you've extracted as much of the pet stain as possible and then treated it with a proper cleaning agent, pour some water over the spot and extract again with your wet vacuum.


Visit us at [www.Carpetcaretips.com](http://www.Carpetcaretips.com)

**How will Premium Carpet Care remove pet stains?**  
You can see the diagram below that shows how we treat your carpet and pad. And then we extract the deodorizer with a special tool using our power truck mounted extraction system.




**What's the BIGGEST mistake?**  
The big mistake is doing nothing. Besides the fact that pet stains are unhealthy, they can eat away the fibers of carpet, rugs, and upholstery. FAST action is required. Use the tips in this guide the next time you have a pet problem.

**Call 474-1133 for a friendly estimate.**



See other side for specials!  
John Braun



This particular EDDM postcard targets pet owners in high-end neighborhoods. EDDM is perfect for picking your ideal target neighborhood.

# Market Yourself Online

- 1. Make sure you have a website** with your own domain name. If you don't, remember you can get a FREE website as part of the Coaching Club. We'll even host the website for you FREE. If you've been in the club for at least two months, contact Dan and he'll get you started.
- 2. Create a special offer on [www.Craigslist.com](http://www.Craigslist.com)**
- 3. Interact with people on Facebook every day.** Put a special offer up on your Facebook page. Consider doing a \$1 per day budget on Facebook pay-per-click. See the Facebook training on how to do this.
- 4. Consider running a Facebook contest** to give away a FREE whole house of cleaning or a \$250 FREE cleaning gift certificate.
- 5. Create a YouTube video every week.** It can be a demo video of your cleaning process, testimonial video, intro video from the owner, or anything that helps sell. Have the keywords and title of the video relate to your service and city (i.e. "Carpet Cleaning Atlanta").
- 6. Check your company on [www.Getlisted.org](http://www.Getlisted.org)** and make sure your directories are all claimed and have the same EXACT information that you have on your Google Local Listing.
- 7. Create a Google Plus account and post weekly.** Create it at <http://plus.google.com>
- 8. Create at least 3 new social media profiles each week.** Maintain and post to these profiles every couple weeks. Create [www.Tumblr.com](http://www.Tumblr.com), [www.Twitter.com](http://www.Twitter.com), [www.Wordpress.com](http://www.Wordpress.com), [www.Linkedin.com](http://www.Linkedin.com), [www.Multiply.com](http://www.Multiply.com), [www.Pinterest.com](http://www.Pinterest.com), [www.Livejournal.com](http://www.Livejournal.com), [www.Myspace.com](http://www.Myspace.com), [www.Foursquare.com](http://www.Foursquare.com), [www.Reddit.com](http://www.Reddit.com), [www.Stumbleupon.com](http://www.Stumbleupon.com), [www.Digg.com](http://www.Digg.com), [www.Yelp.com](http://www.Yelp.com), [www.Delicious.com](http://www.Delicious.com), [www.Scribd.com](http://www.Scribd.com), [www.Technorati.com](http://www.Technorati.com), [www.Flickr.com](http://www.Flickr.com), [www.Meetup.com](http://www.Meetup.com), [www.Hubpages.com](http://www.Hubpages.com), and other local social media sites like newspaper sites, etc.

# “Get Already Designed, Proven Ads for Your Cleaning Biz.”

...Ads already written for you

...Graphic design with your logo & info

...Postcards or newsletters mailed to your clients or shipped to you

...Postcards, Every Door Direct Mail, Brochures and more created for you

...Lowest cost printing you can get anywhere

...It doesn't get any easier!

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**Blessings to you and much success!**