



Ad of the Month Club Handout 9/21/09

Strategies For Getting Better Advertising ROI:

1. Improve your website selling points with video.
2. Mail to your current clients every single month.

For video:

1. Use a simple web video camera like Flip Video Camera or Insignia (Best Buy or Amazon)
2. Video your rug cleaning system, message from owner, testimonials, etc
3. KISS. Keep it simple. Just do it!

Welcome to our website script:

“Hello, this is John Braun, owner of Premium Carpet Care. Just wanted to let you know we’re waiting for you call. We answer our phones LIVE Monday-Friday 8am-5pm, so call us right NOW. If you’re surfing our site after hours, fill out the email estimate form located below. We’ll get back to you the following business day. We’d love to help you solve your carpet, tile, and upholstery cleaning problems.”

For mailing your clients:

1. Use Overnight Prints or Vistaprint for printing
2. Bulk mail or First Class mail your current clients
3. Put it on your schedule of to-dos for every month

To get your FREE Blog...

Go to www.Godaddy.com and purchase your domain name

Then, tell them this important info verbatim:

“Forward the nameservers to sns1.websitewelcome.com and sns2.websitewelcome.com”.

That’s all you have to do. I’ll take care of the rest.

How to post to your Blog...

- Log in at www.Yourdomain.com/wp-admin
- To write a new post, click on “Posts”->“Add New”
- To edit existing posts, just click the post name or “Edit”
- To change sidebar info, click “Appearance”->“Widgets”
- *Do NOT go into anything else under “Widgets” or your site could be seriously altered