

Module 5: Simple Email Marketing to your clients.

Collecting email addresses:

NOTE: If you are sending emails, do it only if you have PERMISSION from the email address owner. It is illegal to send emails to anyone who has NOT given you their email address. Do NOT purchase email addresses. This is considered spam and will only buy you headaches.

How do you get permission?

- Opt-in box on your website for web lurkers
- Special offer mentioned in snail mail newsletter for e-newsletter sign-up
- Opt-in box on website for current clients
- Over the phone when booking an appointment to email a confirmation
- When clients fill in an authorization, leave space for email address


Give them reasons to opt-in...

- FREE report
- FREE video
- Coupon for dollar amount off
- Coupon for FREE room of carpet cleaning

Join our Email Newsletter and get \$25 Off your next cleaning.

Get Your FREE Cleaning Newsletter

Email:

Privacy by  **SafeSubscribeSM**
For Email Marketing you can trust

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!

**Signup to Receive the FREE Report:
"How to Double Your Response
Rates At Half The Cost"**

Type in your email address today to receive
the Bob Bly Direct Response Letter.

Email:

[Privacy Statement](#)

Click [here](#) for Newsletter Archive

**Bob Bly's Direct Response Letter
Free tips for doubling
your response rates**

Give them a reason to opt-in to your e-newsletter. This opt-in box by the brilliant copywriter Bob Bly, offers a FREE report. The opt-in box on the previous page offers a coupon for \$25 off only if the surfer opts in.

KISS PRINCIPLE: Keep the opting in simple. Only ask for their email address and possibly the first name.

Two types of emails:

1. Text based- Appear more personal. They also get delivered more consistently.

From: John Braun [clean@carpetcaretips.com] Sent: Mon 4/13/2009 1:03
 To: clean@carpetcaretips.com
 Cc:
 Subject: See how dirty this sofa was...

This month's special offer:
\$50 OFF!

*Details and Restrictions: Not valid with any other offer or discount (except referral certificates, they are just like cash! Valid March 19th through March 30th. Minimum Order \$250.00 (before discount). Residential Orders only (commercial ask about our attractive commercial rates). Scheduling restrictions may apply.

7 Principles of Upholstery Cleaning

The IICRC (Institute of Inspection Cleaning & Restoration Certification) Upholstery Cleaning Standards Guide declares that there are seven important principles in effectively cleaning upholstery.

Fabric Inspection: A simple burn test, which involves taking a tiny swatch of the fabric, can reveal the fiber content. The flame, smoke and odor are identifying characteristics.

Dye Testing: A small amount of upholstery cleaner is applied to an inconspicuous area of the fabric and a towel is pressed to the fabric. This tests the stability of the dye.

Dry Soil Removal: In cleaning any textile, the first step is always to remove as much dry soil as possible. This improves the following cleaning steps greatly.

Soil Suspension: A preconditioning agent is used on most fabrics to "suspend" the soil for more effective extraction.

Soil Removal (Extraction): A water or solvent based "rinse" is used to wisk away the suspended soils.

Pile Setting/Grooming: Many textiles have a "pile" that needs to be set after cleaning. A special upholstery brush is used to groom the pile for proper drying.

Drying: Getting the upholstery dry as fast as possible is important. High velocity air movers are used for faster drying. Ceiling fans and air conditioning also help.


When was the last time your upholstery was cleaned?

The next time you have your upholstery cleaned, remember that there are several important steps that must take place for proper cleaning. Don't let just anyone clean your sensitive fabrics! Our company is experiened in cleaning the finest of upholstered fabrics. The following important steps will be taken in cleaning your upholstery:

Step 1: Pre-Inspection

2. HTML based- Able to add pictures, backgrounds, and other pretty graphics.

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To: clean@carpetcaretips.com
Cc:
Subject: See how dirty this sofa was...



March 2009


**This month's special offer:
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*Details and Restrictions: Not valid with any other offer or discount (except referral certificates, they are just like cash!) MUST mention this newsletter at the time of cleaning. Valid March 19th through March 30th.
Minimum Order \$250.00 (before discount). Residential Orders only.

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- 3. Dry Soil Removal:** In cleaning any textile, the first step is always to remove as much dry soil as



Note: If you do send an HTML based email, you'll want to include a text based email for the people on your list who have HTML emails blocked. This will give you a slightly better deliverability.

Most email programs offer the ability to deliver both. Whether you choose to use HTML or text is a matter of personal preference. I suggest you test both and see which gives you a better response.

FREE Email Marketing: Yes, you can use your own email address for very small mailings under around 100 for FREE. However, creating an opt-in box will be a little harder.

Structure of an email...

Please comment on this... ← **Subject**

~ Alex Mandossian ~ [info@AlexHelpDesk.com] ← **Who is it from?**

Sent: Wed 3/18/2009 12:17 PM
To: John Braun

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.

To Your Success,

Alex Mandossian
Co-Founder
<http://VirtualSeminarU.com> ← **Secondary Response**

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Heritage House Publishing Inc.

530 Alameda Del Prado, Suite 399
Novato, CA
94949
US

If you no longer wish to receive communication from us:
<http://alexmail.org/app/r.asp?ID=128807486&ARID=0&D=>

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

13 Ideas For Profitable Email Marketing

- 1. Use Email Marketing to Build Permission-Based Lists.** Prospects who give you permission to market to them are more likely to actually use your service.
- 2. Use a Reputable Email Delivery Service.** Using a true email delivery system will get more of your emails delivered. As well, you'll look more professional and be abiding by the laws of email marketing. (Examples: Constant Contact, Aweber, Zookoda, Hitman's New Email Autoresponder)
- 3. Give Web Visitors Reasons to Opt In.** You must offer some sort of premium to entice visitors to give up their name and email address.
- 4. Avoid Spam Complaints With Consistent Mailings.** Surprising as it sounds, mailing more often can reduce spam complaints. Mail at least once every other week.
- 5. Autoresponders Can Be Used as Robotic Sales Agents.** A sequence of contacts is a powerful way of delivering your sales message. Set your messages up so they are delivered in automatic daily sequence.
- 6. Ask for the Sale in Every Email.** Give valuable content your prospects want to read, but DO NOT forget to ask for the sale.
- 7. Use Subject Lines that Pull the Reader In.** Write your subject lines so they are Personal and arouse Curiosity.
- 8. Start Each Email With Undeniable, Confirmed Truth.** For instance, you may start with the date. Make them say, "Oh yes, this is true."
- 9. Avoid making your email look like an ad.**
- 10. Send Short Emails That Creates Curiosity.** The response you're after is to get the email respondent to click the link to visit your site.
- 11. Send Emails as Plain Text.** Plain text emails are delivered more often and seen as more personal.
- 12. Always Honor Unsubscribe Requests.** Avoid needless headaches. An automatic email system like Constant Contact does this for you automatically.
- 13. Unsubscribes will come.** People will unsubscribe. Some will even complain they never subscribed to begin with. Only half of your emails may get delivered. Nonetheless, email marketing is one of the most lucrative forms of advertising you can do.

Action Item: Get a Constant Contact account at http://www.constantcontact.com/features/signup.jsp?rc=-1750237399&sru=1102056357417&fc=f&cc=community_purl&pn=ROVING (this link gives you a 60 day FREE trial). Then, create an opt-in box for your website.