

5 Ways You Can Be the Neighborhood Cleaner



By **HitMan**
Advertising



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“Here’s the Easiest Way to Target Your Best Neighborhood.”

“You can get my years of experience testing out direct mail. I’ve found out what works and what doesn’t. You can get my entire neighborhood advertising system done for you.” -John Braun



Getting Cleaning Clients is Easy

- **The maximum use of your advertising dollar** - I design our advertising to make the most use of the smallest amount of money possible.
- **The work is done for you** – You choose from all kinds of ALREADY PROVEN postcards, salesletters and flyers to use in the neighborhood you pick. We even have a killer five-around doorknob hanger ready-to-go.
- **No thinking involved** - Even the offers are written for you. You just pick the offer that suites your company best.

Get the Neighborhood Advertising Campaign as a FREE BONUS when you sign up now for Hitman’s Coaching Club for a LIMITED TIME ONLY.

FREE Graphic Design!

I’m including professional graphic design free for my members. 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.

Get the best Neighborhood mailers done-for-you here:

www.Hitmanadvertising.com/coaching

Now, see 5 Ways to Be the Neighborhood Cleaner...

Get postcards, EDDM designed for you and advertising coaching at www.Hitmanadvertising.com/coaching

5 Ways to Be the Neighborhood Cleaner

Here's a great story about advertising planning.

In 2005 I had a big problem. Gas prices had almost doubled. I was worried I'd be soon spending half my profits on gasoline.

I like to get advertising to solve my problems. So I brainstormed. I thought, "How can I get advertising to help me out of this crisis." At the time, I didn't know if it would be a short term or long term problem. I only knew that I needed a solution right then.

I also needed a way to keep new cleaning clients coming in.

Here's what I needed:

1. An advertising campaign to target homeowners near my shop.
2. Justified reasons to make irresistible offers to targeted client.

That's all I needed. The next step in creating an advertising plan was to brainstorm how I'll fulfil my objectives.

I thought about Val-pak. Then I thought about who receives the Val-pak. These people are primarily interested in coupons. Plus, there are many other carpet cleaners in our local Val-pak.

Hmmm.....not good. I didn't want to market to people who are geared toward coupons. I wanted homeowners who cared about investing in the beauty of their home. Plus, I wanted only the nicest homes in the best neighborhoods.

Then I thought about the media I kind of knew I would default to from the beginning...Direct Mail.

But wait. Postage is soooooo expensive. Don't homeowners throw away their junk mail? Frankly, I had to consider this.

The fact of the matter is that a well written, stand-alone direct mail piece can break the clutter. Your message gets seen.

The question is, will your message sell when it gets seen? For most cleaning companies, the answer is no.

Well what works? There's a lot that goes into creating a successful direct mail campaign.

Below are a few things we've learned about neighborhood marketing.

1. You can easily be the "Neighborhood Cleaner" in just 4 SHORT WEEKS with frequency.

All it takes is mailing a series of 3 or 4 creative mail pieces. Repetition is the key. It's better for you to target one neighborhood and mail to them four times than to target four neighborhoods with one mailing. Commit to mailing to two or three neighborhoods and mail to them at LEAST three times. Space the mailers 7-14 days apart. This way, they will get your 3 or 4 mailers within a 2-month time frame. After this first sequence of 3 or 4 mailings, stop mailing to the neighborhood. Then start the process all over again 4-6 months later.

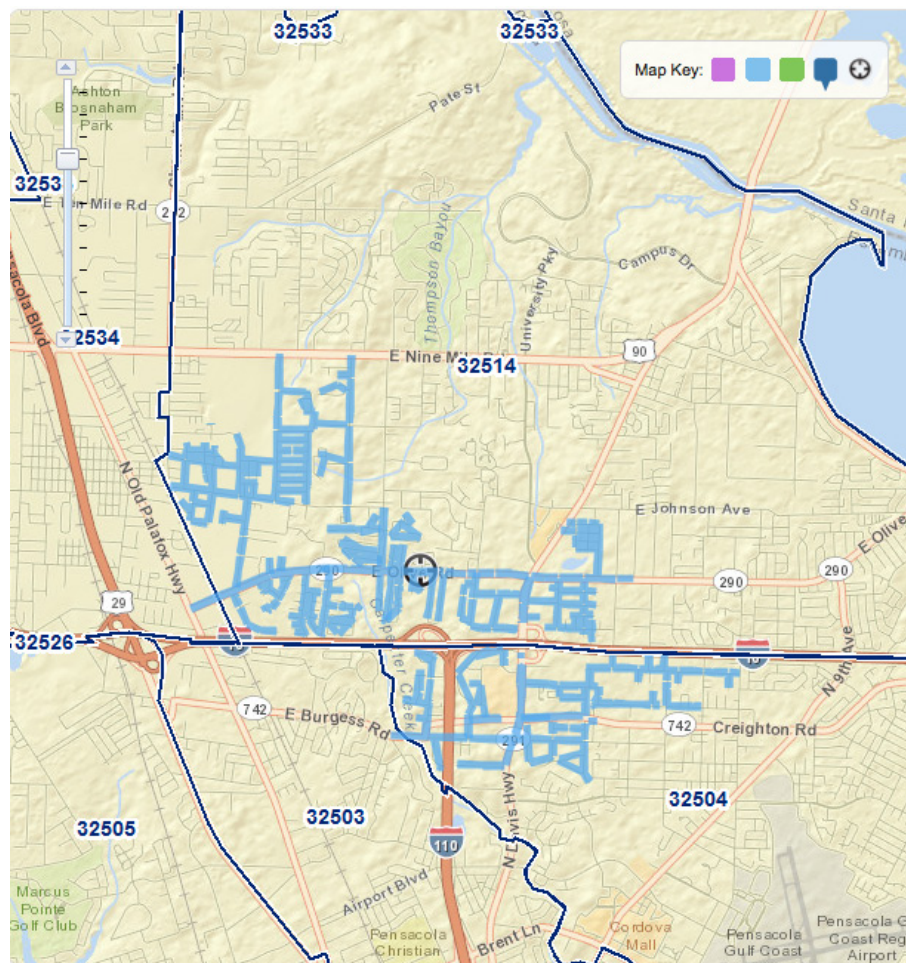


Pick the neighborhoods you want to target. Use Every Door Direct Mail, Bulk Mail, or standard mail.

Get postcards, EDDM designed for you and advertising coaching at www.Hitmanadvertising.com/coaching

2. Target the best neighborhoods in town!

If you're going to do neighborhood marketing, DO IT BIG! Print out a map and drive through your city. Highlight all the best neighborhoods you want to clean for. Don't just settle for middle class, mediocre homes. Go for the high-end homes with more disposable income. Target the people that have extra money to pay for your services. Put these neighborhoods on your goal list and go after them relentlessly! Gated neighborhoods? With direct mail it's no problem. You can canvas any neighborhood with an Every Door Direct Mailer for as little as 16 cents per home.



Map out the neighborhoods you want to reach. The Every Door Direct Mail program makes this really easy.

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3. Use flyers, salesletters, and postcards.

All of them will work. Generally, large postcards mailed by Every Door Direct Mail are a top choice among my clients due to the low cost of postage and the ease of mailing. It's one of the easiest and most versatile means of advertising you can do! Salesletters can be used with great success as well, but will often require higher postage cost. In neighborhoods where passing out flyers is not restricted, use flyers as a supplement to your mailing. Test them all out.

About flyers: By the way, when I mention flyers, I'm not really talking about doorknob hangers. I do recommend doorknob hangers for five-arounds that are placed on the doorknobs of the five houses around the home you are cleaning. In fact, we have an EXCELLENT five-around doorknob hanger in my Advertising Coaching Club. But when you're passing out flyers to an entire neighborhood, it's best to pass out an entire package of materials that include a salesletter, brochure, card, and your client newsletter. If you're going to take the time to pass out literature, it may as well give a complete background about your company.

**We Just Cleaned For
Your Neighbors on
822 Elm Street**

2012 FINALIST

Dear Neighbor,
Did you see our van in your neighborhood? We just got finished cleaning for your neighbor. They were thrilled with the job we did, so we wanted to give you **4 FREE gifts** just for trying out our service.

In case you don't know me, I'm John Braun- owner Premium Carpet Care. See, I started my business to give homeowners in Pensacola a service with higher standards than your average Joe carpet cleaner.

You'll get the cleanest carpet, tile, and upholstery in Pensacola. And we back our services with a **100% GUARANTEE**. "If you're not happy, it's FREE." Plus, you get a **NO SPOTS RETURNING** guarantee. If any spots return within 30 days after cleaning, we'll come back at no charge (with the exception of pet stains).

Since we're in your neighborhood alot, I wanted to give you these **4 FREE Gifts** just for calling us for any cleaning job, big or small. Just call and tell us you received this flyer. And when we come out to do any cleaning for you, in addition, you'll get these **4 Gifts valued at \$114 for FREE!**

Until later,
John Braun
P.S. Hurry, this offer with your **4 FREE Gifts** expires 7 days from today. Just call us at **474-1133** now.

**\$114 in FREE
Cleaning**

With any in-home cleaning purchase, call within the next 7 days of receiving this flyer and get \$114 in FREE cleaning (see other side for details).
Not valid with other offers.
You must present this coupon at the time of cleaning.
Call 474-1133 now.

See your **FREE gifts** on the other side!
Call now for a FREE estimate 474-1133

**PREMIUM
Carpet
Care**

Doorknob hangers (as seen on the left) are great to be used as "five-arounds" to place around the home you recently cleaned. However, your best use of doorknob hangers is NOT for canvassing entire neighborhoods. Your best bet for flyers to an entire neighborhood is with doorknob hanger bags that include an entire package of materials.

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4. Give special “Neighbors Only” offers.

Exclusivity is a great marketing tactic. Make them an offer specifically for your “Neighbors.” Make them genuinely feel special. Give them an offer that you don’t normally give others in the city. Since this is a neighborhood you will be cleaning at often, you can afford to give away something a little extra. Additionally, if you are targeting high-end neighborhoods, the job tickets are higher and you can easily absorb the cost of the special offer. By the way, when I talk about a compelling offer, I don’t mean you have to clean for a low price. In fact, I recommend you don’t even mention your cleaning price in your mailings. Whatever you do, don’t do the same “X Rooms for \$XX” offer that your competition is doing. Be different!

A Gift For You!

Special Gift for Our Neighbors...

Because you're our neighbor, we thought the neighborly thing to do would be to give you this special gift card worth \$50. Why? We want to get to know you.

This card brings you \$50 of any carpet cleaning, tile cleaning, upholstery cleaning, leather cleaning, and area rug cleaning done in your home.

Call us right now to take advantage of this limited time gift card. We specially selected you as our ideal client because you live so close to our cleaning studio. We normally don't discount our services. But for you, we want to give you something special this once because we know you'll use us again and again.

Please respond by September 30, 2009 by calling us at 474-1133

PREMIUM
Carpet
Care

Always Beautiful Floors.

(Turn over for more about what you'll get...)

Above is a card used in the Neighborhood Advertising System to send to select neighbours who you REALLY want to clean for.

5. Don't forget to use an attention getting headline.

This is the most common mistake I see in advertising. Without a great headline, your mailer stands little chance of success. You'll want to boast your biggest promise or killer offer in your headline. Put it toward the top of the postcard or salesletter. Make sure the headline is in the biggest type font on the page. It should be the first thing your prospect reads on the page.

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 Burns**.

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 sold a home recently, on Garcon 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

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.



474-1133

The headline should appear toward the top of the ad and be the largest type on the page. It should include a big promise and/or sum up your offer.

“Here’s the Easiest Way to Target Your Best Neighborhood.”

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Thanks for reading...