

# HitMan Ad Advertising

Presents

# Advertising Planning Guide

FOR CLEANERS!

By Ad Hitman  
**John Braun**

Learn to plan your advertising to hit your target at heart level.

Tips on how to STOP wasting money on advertising.

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You are responsible for your own advertising in your business.

# The Advertising Planning Book

**NEW**

**What advertising should you be doing?**

Presented by:



[www.HitmanAdvertising.com](http://www.HitmanAdvertising.com)  
(850) 474-1110

I don't like to beat around the bush about this. Your advertising won't succeed by default. In fact, you'll need to carefully plan to make it work.

Would you believe that taking as little as 20 minutes to actually PLAN your advertising can mean the difference in success and failure?

Pay VERY close attention to the plan on the next page. It's written in the order of importance. So doing number one is MUCH more important than number two. Number two is much more important than number three, etc.

Keep in mind, these are generally what most every cleaning company should be doing. Do you have to do all of the plan? Nope. Simply stop when you're as busy as you want to be. For some companies, just sending out a good newsletter is all that is required to stay busy. Other companies that want to quickly grow will need to work on all six components of the plan.

## **Should you forget the Internet? Should you ditch direct mail?**

Advertising is changing. It's always changing. Getting clients on Google isn't the same. Neither is newspaper, postcard marketing, radio, or television. But every single one of these media can still work well if you know the current ways to use them.

Every Door Direct Mail, aka EDDM, is huge right now. Many of my clients are using it to target high ends neighborhoods for as little as 16 cents PER HOME. And it gets pretty sweet returns on your investment. But the key is to not put all your eggs in one basket. Use what works today. But don't solely depend on the latest, greatest thing.

Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

# Let's Start With a Proven Marketing Plan

## (Listed in order of importance)

1. A solid newsletter/postcard program to current clients. Every month is best. Every other month is second best. Every quarter is third best. A unique offer and sales message must be in each mailing.
2. Referral program. Referrals are the life blood of any cleaning business. Implement a strong referral program and promote it to your clients.
3. An Internet marketing campaign. This consists of some search engine optimization to get Google to rank your site in the search for the cities you serve. It may include some pay per click advertising. Additionally, you'll want to mail an email newsletter to your clients and prospects twice a month. As well, a good social media campaign on Facebook and Google Plus is a must.
4. Neighborhood marketing campaigns to high-end homes. If you still need new clients after doing the above two methods, market to the best neighborhoods in town. Use Every Door Direct Mail, bulk mail, and first class mail, and door-hanger flyers as deemed necessary. The Every Door Direct Mail is kicking butt right now because hardly any other cleaners are using it and it's so crazy cheap. Again, the mail pieces MUST have a solid sales message and offer. And yes, long form sales copy does work.
5. If you still need new clients and you are in a small to medium size city, consider newspaper advertising. Smaller cities do best with newspaper. Even though many people turn to the web for their news, there are still a number of people over 40 who turn to newspaper for their news. Test it out.
6. And then if you STILL need new clients, explore the options of radio, TV, outdoor billboards, etc. But let me caution you: These media only work when done properly in the right type of campaign. They are back up media.

EVERY DOOR DIRECT MAIL

I coach and provide these ads in my Advertising Coaching Club. If you're looking for ad templates, help, coaching, and ideas, see [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)



# Create a good advertising mix

Don't put all your eggs in one basket. Never solely rely on the Internet, yellow pages, or any single ad media for all your new business.

The information in this planning book will give you a good foundation for how to consider all the above.

When planning your advertising mix, you will have primary media and secondary media. Your advertising mix is all of the advertising you use and how they relate to each other. Each advertisement you place should complement each other to make up an advertising campaign.

## Primary Media:

The main media you use that delivers your complete message. For a home service company, print advertising works well. Broadcast media (radio and television) and billboards shouldn't usually be in this category. The reason is you cannot rely on your prospect writing down your phone number.

## Support or Secondary Media:

Your prospect should say "Oh yeah, I remember that company" or "I know where that company is." These advertisements refer to your primary media. They often don't sell your complete message, but are used for exposure or creating an image. Radio is an excellent support medium. It is cheap and can gain attention fast. If you have a small ad budget, you should limit your amount of secondary media advertising.

The following page outline each media and give the ins and outs of each.

## Yellow Pages

If your company is chosen when your prospect needs service now, the yellow pages can still work well. Directory advertising concentrates on reaching prospects who know they already have a need. You don't have to convince readers they need your service, you have to convince them they need you. If your price is considerably higher than your competitors, expect to get a lot of shopper calls for lower prices. But, if you can deliver service quicker than your competition or convey a Unique Selling Point, you can win with a higher price. It's a primary or support media.

## Radio

A great way to gain exposure at an economic cost. But, don't hold your breath for prospects to remember your phone number solely from your radio commercial. When people listen to radio they are likely to be in their car or at work. They don't have pen and paper in hand. Radio takes several weeks before it begins to be profitable. It's best as a support media.

## Television

An effective way to cost-effectively reach a large market. However, the prospect can only spend a limited time with your commercial. 30 seconds, then it's gone. You can sometimes pay for 60-90 second spots or 30 minute infomercials. People watch television while relaxing at home or with friends. The chance of a prospect writing your phone number down is rare. It's best as a support media.

## Newspaper

Newspaper is cost effective and profitable for most home service companies if you have a compelling offer and guarantee. Newspapers are daily leisure reading for many people, particularly ages 40 and up. Prospects will often clip an ad they're interested in and save it for months, which makes it one of my top media picks. Newspaper still works in small and medium sized cities. It's a primary or support media.

## Local Magazines

First, find out what you are getting into. Many are FREE publications or brand new publications many consumers don't adopt as "their magazine." Readers pick up magazines for information on subjects they want to learn more about. Some local magazines can work well, but do your research. New magazines that are just getting off the ground are often a waste of money. It's best as a support media.

## Outdoor Advertising

Outdoor advertising works best if you can associate the area of town the billboard is in with your company. Outdoor advertising, mostly consisting of billboards, is quickly viewed while a person is driving. The chance of a prospect writing a phone number down is rare, but the possibility exists with cell phone usage. If they happen to need you, you may get a call. Billboards should never be your sole campaign. It's best as a support media.

## Direct Mail



Direct mail is the best way to reach the exact client you want to reach. The prospect receives mail in the comfort of her home, which she can read at her leisure. Few entrepreneurs realize how effective direct mail can be. You should be spending a small portion of your advertising budget on direct mail every month. The USPS Every Door Direct Mail program makes it perfect to target your ideal neighborhood for as little as 15.75 cents. If you are not regularly mailing to your existing clients, you're leaving money on the table. It's a primary or support media.

## Coupon Mailers

These are coupon mail packages, FREE classified newspapers, and coupon magazines such as Val-pak, Thrifty Nickel, or Money Mailer. The publication is read in public places or at home while looking for a cheap deal. They can work well if your prices are competitive or you have a very unique position. It's best as a support media.

## Flyers

Flyers can be used to target the exact homes you want at a low cost. They show up as a surprise to readers and are read in homes. One problem is many upscale homes are in gated communities where flyers can't be passed out. It's best as a support media, but can be used as a primary media.

## Internet

Well over half the searches for cleaning and restoration companies are done online. The Internet is the biggest way more cleaning and restoration companies are getting their HIGHEST advertising return. For the small investment it takes, it's a must. Some prospects will love to read about your company before hiring you. This is a cheap way to teach prospects about how you can benefit them. Consider doing search engine optimization (SEO) on your site to show up in the search engines and on Google maps. It can be used as a support media or a primary media.

**#2**

# Your strategy statement:

**Print  
this page!**

This statement forces you to determine what you are communicating. Before you begin to write ANY ad, fill out this simple sheet. I suggest you use this page when beginning a campaign to get the most benefit.

Your Key Point= The one main benefit you want your prospect to know. This should be the biggest benefit you can possibly deliver to your prospect.

Target Prospect Info= Where she lives geographically, age, income level, how many children or pets, and frequency she is likely to use your service.

Your Company's Position= Where do you fit in your market? What do you do that's different?

Why Will Your Position Work?= Why is it important that you have chosen your position?  
What appeal is being used to satisfy your target prospect?

Action Statement= What should the prospect do after seeing your ad?





## **“Write” your advertising strategy on paper**

Notice I said “write it.” I didn’t say “Think about it.” This 20 minutes can turn a would-be terrible ad into a profitable ad.

Your strategy statement is the goal of your advertising. Something special happens when you put your plans down on paper. I can’t explain it. But it really does help you focus.

### **Purpose of a good strategy**

Your strategy should be clear.

Your strategy should be simple and easy to understand.

Your strategy should irritate your competition and take away some of their market share.

### **Chose your media AFTER your strategy**

Sorry I have to beat this topic to death. But IT’S IMPORTANT. I get an email almost every day from someone asking me...

“Does EEDM work? Do postcards work? Does radio work? Does television work? etc.”

My answer? It depends on your strategy. What are you trying to do? Your strategy answers the question, “What am I trying to do?”

Figure out what you’re doing by writing a strategy and then choose your media.

**DON’T START THE VEHICLE UNTIL YOU KNOW WHERE IT’S GOING.**

#4

# Do something different

Do something different with your advertising! Don't do what your competition does! Advertise in places your competitors are afraid to tread. Don't copy your competitors. You don't want to be a "me too" company.

If your message is only a copy of your biggest competitor you're only helping him gain more market share. Consumers will only remember one company for one main message. If Joe Steamer has been advertising the message longer and more frequently, he wins. That's why it's better and easier to come up with a unique position.

Keep the media you are using in mind when coming up with an ad concept. For instance, if you are advertising in the newspaper, make your ad newsworthy. Remember what your prospects are doing when they are reading you ad.

## If you're tired of wasting your hard earned money on advertising, I have an answer.

"The Advertising Coaching Club", a live coaching program, is your absolute fastest, easiest and most economical way to...

Get the cleaning clients you've dreamed of, with the income you deserve.

Use a step-by-step system for profit-pulling advertising that sells.

Over the last few years I've helped thousands of cleaning companies increase the return in their advertising.

But they wanted more. So now, I've revamped my Coaching Club to help members save time and money while getting more sales.

It's unlike other coaching clubs you may have been a part of. This club is largely derived by member feedback and input.

At the beginning of every month brand new ad ideas are created. Members are encouraged to participate in the ad process, but aren't required. You can give ad ideas or submit ads you are working on to be reviewed. Then, via teleseminars and webinars, I review and critique your ads.

Some of the topics we'll cover include: internet marketing, EDDM, postcard, newspaper, radio, television, flyers, magazines, yellow pages, and other advertising topics.

Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

**You'll Get the Cleanest Carpet, Tile and Rugs in Pensacola- or it's FREE!**  
Don't be embarrassed by ugly stains this holiday.

**FREE 60-Day Stay Clean Warranty**  
We make sure you have clean carpet before and after the holidays. We'll return for up to 60 days if you notice any staining. We'll return for up to 60 days if you notice any staining. We'll return for up to 60 days if you notice any staining.

**Area Rug Cleaning Shop**  
We can make a beautiful space in almost every case. Just call for a FREE evaluation and we'll give you our lowest quote.

**Hire a Company With a Great Reputation**  
The best cleaning isn't just about the equipment. You also need to hire a company with many years of local experience. We have been in business since 1988. We are a family owned and operated business. We are a family owned and operated business.

**Steam Clean or Dry Clean?**  
The system designed to clean your carpet, tile and grout. We use a steam cleaning system. We use a steam cleaning system. We use a steam cleaning system.

**Save \$100, Save \$50!**  
Call 474-1133 for a FREE Estimate

**PREMIUM Carpet Care**

And now, you'll even get GRAPHIC DESIGN DONE-FOR-YOU! We'll take any ad you want and pop in your logo, phone number and company info so you don't have to do the graphic design. This is included AT NO EXTRA COST.

## Now it's super easy to target neighborhoods and send postcards to your clients.

**Thank You!**  
Enjoy your clean home.

**Since You're Our Special Neighbor, You Get \$25 Off Your Next Cleaning**  
Dear Friend and Client,  
Howdy neighbor. We're located right around the corner from you at 1116 Olive Road.  
Because you are our special neighbor, I wanted to send you this card for \$25 off your next cleaning. Oh, and you can now get card for \$25 off your next cleaning. Oh, and you can now get window cleaning added to your list of services. And when you call now, you'll get \$25 off window cleaning and any other cleaning service you like.  
So there's why I've come up with this offer. Just call us now for any cleaning over \$125 and get \$25 off. (see details below)  
**\$25 off your next cleaning**  
Carpet, Tile, Area Rug, Upholstery & Window Cleaning  
Call 474-1133 now!  
Purchase any carpet tile, upholstery or window cleaning over \$125 and get \$25 off. Appointment must be made between the date of delivery of this postcard and 12/31/15. Not valid with any other offers.

**PREMIUM Carpet Care**  
(850) 474-1133  
www.CarpetCareType.com  
Neighbor discount  
1116 E Olive Road  
Pensacola, FL 32514  
PRBRT STD  
ECONOMY  
US Postage  
PAID  
EDOM RETAIL  
\*\*\*\*\*ECRWSS\*\*\*\*  
Residential Customer  
Pensacola, FL 32514

**Here's Exactly How You'll Get the Cleanest Carpet and Rugs in Pensacola!**  
You've probably seen Premium Carpet Care in the PNC over the last several years. Now you can see exactly what they do to deliver such a great cleaning experience.  
For starters, they perform an exclusive deep carpet cleaning process designed to go WAY beyond what most cleaners do.  
Your carpet is cleaned by honest, experienced technicians who start at planting you. John Braun, Premium Carpet Care's owner, said, "You'll love our technicians. We always do full background checks and only hire the most pleasant, service-oriented people. All of our techs are fully trained in consistency and results."  
**Steam Clean or Dry Clean?**  
This system is designed to steam clean, so dry FAST, and remove moisture and. Braun said, "All carpet makers recommend steam cleaning most often, so we give you the best of both worlds by using our steam cleaning and turbo fan drying. This system **eliminates** spots from **renewal**, **antimicrobial**.  
To see more details go to [CarpetCareType.com](#).  
Another perk is you get a FREE bottle of "Home Fresh" Spot Remover with lifetime refills (\$20 value).  
**SPARKLING CLEAN Tile and Grout**  
Another service Premium Carpet Care offers is the not just cleaning and grout drying. Your grout can be spot one of **options**. If you're the one who comes back **happy**, they'll even ask you to pay. And if any spots return within 30 days of cleaning, they'll come back **FREE OF CHARGE**.  
The best cleaning isn't only about the equipment. Yes, you should have company with state-of-the-art equipment. But make sure the company you hire backs up the work they do. Premium Carpet Care gives you a **FREE guarantee**. If you're not happy, they won't even ask you to pay. And if any spots return within 30 days of cleaning, they'll come back and re-clean the area at **NO CHARGE**.  
Flooding, moisture and mold are all over the area. They are experienced in all types of water, gas and synthetic spills. Hand washing, rinsing and dry cleaning is available for **any** synthetic fabric.  
**Summer special: Get \$25 off any 1 cleaning if you call by June 30, 2015. Not valid with other offers. Normal minimum charges apply. You must mention this ad when booking your appointment. Call 474-1133 or visit [www.CarpetCareType.com](#).**  
and grout is looking less than perfect, we can make a beautiful again in almost all cases. Call for a FREE evaluation," says Braun.  
**Area Rug Cleaning Shop**  
Premium Carpet Care was the first certified full service rug cleaning shop in Pensacola. Rug with any type of soil or odor problem can be cleaned. They have a full line of their cleaning facility at 1116 Olive Road or call 474-1133 to pick up and deliver.  
**PREMIUM Carpet Care**  
474-1133  
CARPET CARE TYPE.COM

**They are your carpet's worst enemy.**  
A Common Summer Story...  
As you sit on the soft, washing television, you hear giggling coming from your daughter's bedroom. You smile and think how nice it is that she has a playmate to keep her amused. Soon, the giggling stops. Everything is quiet. That's when you get worried. You yell down the hall, "What's going on in there?"  
"Shhhhh," she says, followed by more giggling. At this point, you realize you should get up from the sofa and check out the source of the mysterious giggling.  
You peek into your daughter's room and find her painting her fingernails. That's not so bad. Then you glance down and notice fingernail polish on the dog. Hmm, that's not so bad. Then you go further in the room and discover fingernail polish all over the carpet. Not against the removers and you still couldn't remove the stains.  
This time, call Premium Carpet Care. Their technicians are trained for issues like this. But hurry. Stains like this need to be removed quickly.  
**How "kid stains" are conquered**  
First, your carpet is pre-treated with an all-natural cleaning agent to break down stain in grass and dirt. Then, your carpet is rinsed with our \$55,000 truck mounted system. Any spillover, urine, vomit, milk, coffee, drink spills, crayon, marker, silly putty, and food are treated with one of our 12 spoting agents.  
**How "pet stains" are conquered**  
First, we'll pinpoint your problem area with our urine detector to show us exactly where the urine is located. Next, we'll pour a deodorizer directly on the area and use a special tool designed to pull urine from the carpet padding. We guarantee this process will work wonders or you don't pay for the treatment.  
**More Info...**  
To see more on how our "kid" cleaning system and "pet stain" system work, visit our Facebook page at [www.Facebook.com/carpetcleaningpensacola](#)

**Happy Thanksgiving!**  
Thank You...  
From Your Friends at Premium Carpet Care

**Your logo here**

## Graphic Design, Printing, Labeling, it's all done for you!

You'll get your graphic design done for you, and we'll even send your postcard, newsletter, brochure, gift card, or other ad off to the printer for you. To boot, you'll get discounts on some of the cheapest quality printing available. At an additional cost, we can have the printer label your postcards or newsletters for you!

Sending newsletters to your clients has never been easier. This is the BEST way to stimulate repeat business and get tons of referrals.

Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

## The Brochure Sales System...



Use brochures to get MORE referrals from Realtors, Interior Designers, Plumbers, Carpet Retailers, Flooring Retailers, and Clients. Plus, use them to get higher job tickets when you're doing a job.

I'll lay out an entire system for you to use to boost sales using professional brochures. Plus, you'll get the templates for our proven brochures that you can use or we can do the design for you.



Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

# Postcards, EDDM Mailers, Newsletters Doorknob Hangers, and More

## How You'll Get The Cleanest Carpet and Floors in Pensacola...



You may not know this, but the friendliest, most thorough, and professional cleaning company in Pensacola is right here in your neighborhood.

- Rest at ease with our friendly, **honest technicians** who know how to please you
- All your problem spots treated by technicians trained in specialty spot removal
- No bait and switch on prices—call now for a **FAST-Friendly Phone Estimate**
- Fast drying carpet and upholstery to reduce spots returning and leave no residue
- **100% Guarantee:** "If any spots return after cleaning, we'll come back at no charge"
- You'll be hiring a company with a spotless reputation. Check Angie's List and PNJ.

Use this card to get **\$50 off** any in-home cleaning. But you need to call before March 31, 2013 to use this gift card certificate. Call now at **474-1133**

See more of what we can do for you at [www.CarpetCareTips.com](http://www.CarpetCareTips.com)

For area rug cleaning, drop your area rugs off at **1116 Olive Road** or call for pick-up and delivery.

*Hurry, your gift certificate expires 3/31/13*

### Gift Certificate

**\$50 off** your next cleaning  
Carpet, Tile, Vinyl Floors, Area Rug & Furniture Cleaning

**Call 474-1133 now!**

Purchase any carpet, tile, vinyl floor, area rug or furniture cleaning over \$150 and get \$50 off. Appointment must be made between the date of delivery of this postcard and 3/31/13. Not valid with any other offers.




John Braun, owner, is an IICRC Master Cleaning Tech

*Always Beautiful Floors.*

# SUMMER CLEANING!






School's out! Call now for Summer Cleaning!

See the other side for special "Summer Cleaning" offers.

Call for an appointment at 850-474-1133  
Or visit [www.CarpetCareTips.com](http://www.CarpetCareTips.com)



## We Just Cleaned For Your Neighbors on 218 Elm Street

Dear Neighbor,

Did you see our van? We just finished cleaning for your neighbor. They were thrilled, so we wanted to give you these **3 FREE gifts** so you can try us too!

In case you don't know me, I'm John Braun, owner of Premium Carpet Care. Here's your promise...



**"You'll Get the Cleanest Carpet, Tile, and Upholstery in Pensacola."**

That's the promise we give you. See, no other cleaning company in town goes above and beyond like we do. You'll love the "extras" you'll get when you call us.

And yes, we back our service with a **100% GUARANTEE:** "If you're not happy, it's FREE." Plus, if any spots return within 30 days after cleaning, we come back at **no charge**.

Since we're in your neighborhood often, I want to give you these **3 FREE gifts** just for booking any cleaning job. Call and tell us you received this flyer. When we come out to do any cleaning job, big or small, you'll get these 3 Gifts valued at \$94 absolutely FREE.

Until later,

P.S. Hurry, this offer with your 3 FREE Gifts expires 7 days from today. Call now!

**\$94 in FREE Cleaning**

With any in-home cleaning purchase, call within the next 7 days of receiving this flyer and get \$94 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.**

## Get FREE Cleaning or FREE Money

Your friends and family are thinking of End-of-Summer Cleaning too. When you refer them, you get 10% of their total cleaning to use for future cleanings or cash.

Give your friends this newsletter or call us and we'll send them a FREE copy of this newsletter so they can take advantage of the special offers above.

Don't let your friends call an unethical cleaning company. Make sure they call the right company!





1116 E. Olive Road  
Pensacola, FL 32514

(850) 474-1133  
[www.CarpetCareTips.com](http://www.CarpetCareTips.com)

**Jane Client  
Carpet Cleaners Sample Newsletter**

**Inside:  
The Real Reason Your Tile  
and Grout Get So Dirty**

Call us before the end of summer and get these special offers:

**50% off Grout Sealer**

Book any tile cleaning appointment and get 50% off grout sealer. Not valid with other offers. Normal minimum charges apply.

You must present this coupon at the time of cleaning and call before August 31, 20xx.

**Call 474-1133 now.**

**FREE Rug Pickup & Delivery**

Book ANY in-home cleaning of at least \$150 and get FREE pickup & delivery for rugs to be cleaned at our shop. This is a \$65 value.

You must present this coupon at the time of cleaning and call before August 31, 20xx.

**Call 474-1133 now.**

*WARNING: Special offers expire August 31, 20xx*



Get templates for postcards, EDDMs, flyers, doorknob hangers, client newsletters and more. Plus, we'll even do the graphic design for you and get HUGE discounts on printing.

Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

## Here's what you get every month...

- NEW FREE Graphic Design. Once each month, pick from any of the ads in the coaching club member site and we'll do the graphic design for you. We'll plug in your logo, phone number and address to make it ready to go to the printer. It's advertising done for you!
- 2 coaching webinar training sessions (often more) to get you better advertising results by critiquing your ads and websites.
- Exclusive Internet training to help get you #1 in Google. John created the premier Internet training in the cleaning industry. You'll get killer money-making formulas to increase website traffic and sales!
- Video and/or MP3 download of the webinars for you to listen at your convenience
- 1 NEW newsletter or postcard for you to mail your clients (easy to customize, we even train you how to do it)
- 2 (or often more) FRESH-NEW ad templates created for you (easy to use in Word, Publisher, or Adobe Photoshop Elements). This includes proven EDDM, newspaper ads, postcards, flyers, Internet ads, yellow page ads, salesletters and more!
- NEW Access to the "Hitman Vault" with hundreds of tried and proven ad templates for you to use in your company.
- Email access to me via a private email address to ask quick questions
- NEW Discounted Printing. You'll get 15% - 20% off Got Print's already low printing prices. Got Print is one of the best online printers for the money. And we have a special relationship with them to get our members a great discount. Some members are saving \$100 - \$200 per month off their printing costs.

## Start making more money today!

To start getting the easiest, most profitable advertising ever, see details at

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

If you prefer to order by phone, call my office and speak with us at 850-474-1110.

If you order right away, you'll get in on our current EDDM training package. Plus, other tested and proven newspaper ads, postcards, salesletters, flyers, and MUCH more as soon as you join.



Get advertising coaching, internet training, proven ads, postcards and more at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)