

DOUBLE

Your Referrals,

Frequent

Cleanings, & Get

Bigger Job Tickets

HitMan
By Ad Advertising

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Introduction:

I'm about to share with you an often overlooked means of marketing.

This could make or break your cleaning business. **All of the most successful cleaners I know do all or most of the things mentioned here in this report.**

PRINT THIS REPORT OUT RIGHT NOW!

This PDF report contains examples of what I've used in my own company and have given to coaching clients over the years. This stuff works and it would be wise to take note.

Want help with creating these ads and getting more clients?

I just created a brand new series where I'm giving you ready-to-use newsletters and postcards to send your clients and prospects.

All the templates are done for you. You just plug your logo in and change your contact information. And if you need the graphic design done for you, we can do that for you too! It's advertising completely done for you!

To get these newsletters and postcards for cleaners go to...

www.Hitmanadvertising.com/coaching

See the next page to see how to double your referral and repeat business...



How to Create a Steady, Predictable Cleaning Business

In the cleaning business, we rely on referrals and our current clients to call us again in the future. Without referrals and repeats, your cleaning business is TOTALLY DEAD.

Would it help if 80 - 90% of your clients used you again?

A cleaning business spends an average of \$40 - \$80 to gain ONE new client, based on my research. To find out how much it costs you, add up all the marketing costs you invested last year and divide that by the number of NEW clients you attained.

It's expensive to gain a new client! When you get one, keep her!

My #1 suggestion to you is to do everything you can to keep in contact with your existing clients.

And it's not just me who highly recommends this. The first thing I learned in advertising school was...

"The BEST advertising a company can do is to advertise to current clients."

And every marketing teacher I know says client marketing should be your TOP priority.

When you concentrate on this, you'll enjoy:

1. **Steady income** because your clients don't forget you.
2. **More predictable business** when you can combat your slow season.
3. **Charging higher prices** because your clients are educated about what you do.



Your client base is the **MOST VALUABLE** asset in your business. They are your gold mine. Ignore them and your business will never be great.

Additionally, you'll be building a more powerful **brand** for your company that people in your community will remember.

In this report, I'm going to give you ideas and examples on how you can make sure you clients never forget you and refer you to their friends.



How to Make Sure Your Clients NEVER Forget You

This may come as a shock to you, but most of your clients don't remember who you are. It **doesn't matter how thrilled they were** with the job you did. They just can't remember you because they're too busy.

A small percentage of your clients may keep your business card or brochure. And if you leave a nifty fridge magnet or bottle of spot remover, it helps them remember. Those are all great things. But many will lose the keepsakes you leave.

Sending your clients something in their physical mailbox is the BEST way to keep your clients. Brochures, leave-behind spotters, magnets—they all work. But NOTHING replaces a good old-fashioned piece of mail.

Why mailers?

Sending something in the mail is the only sure way you can reach them. Unlike emails or phone calls, people generally don't feel violated when they receive a mailer from a company in which they've recently had contact with.

And it's a way to regularly brand your company image in their brain. It keeps you TOP of mind and helps you build a STRONG BRAND.



Should you do email newsletters?

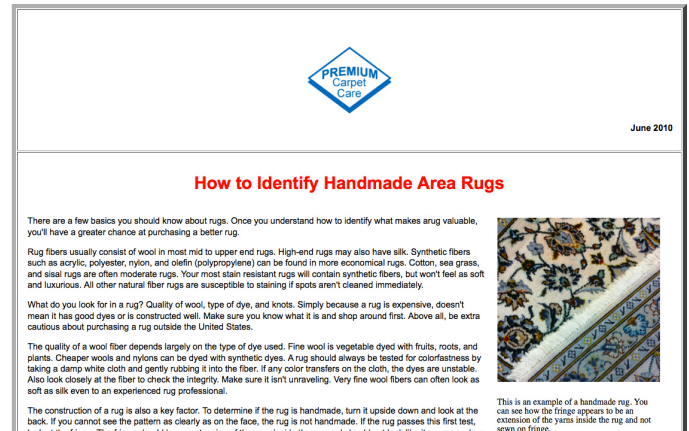
Email newsletters work great. I've been one of the biggest advocates in the cleaning industry for internet marketing. But I have to let you know **email does NOT** replace a physical mailing. You should do both. Some of your clients don't have access to email or don't check their email regularly. Furthermore, many clients flat out **DO NOT WANT** emails from a cleaning business. Even if they give you a good email address, many will unsubscribe from your email newsletter.

So, yes, send out email newsletters to those you have email address for. But don't rely solely on email newsletters. Your clients are too valuable to only mail to those clients who want email newsletters.

Personally, I get something in my physical mailbox only a few times a year from a local small business. So just the fact that you take the time to mail your clients something helps you stand out FAR from your competition.

How often should you mail?

Mail to your clients every month or at least every other month. If you can't wrap your mind around doing it that often, try once per quarter. Consider mailing a special mail-out to clients who haven't used you in over a year stating that you miss cleaning for them. Be sure to always include a special offer.



Email newsletters should be sent to clients and prospects. But they are NOT a replacement for regular newsletters.

It's Time Again For Sparkling Clean Carpet, Rugs and Floors.



Reminder postcards are great to get past clients coming back. But they aren't the only mailers you should send if you really want to grow your business.



Who should you mail your newsletter to?

1. **Most importantly, mail to your past clients.** You have a major advantage with them because they've already seen what your service is like and you know that these are people who actually hire professional cleaning companies.
2. **Hot prospects**, which include people whom you've given an estimate or called for information but haven't yet used your service.
3. **Referral sources** who currently refer you or who you've talked to about referring like Realtors, Flooring Retailers, Interior Designers, Rug Galleries, Plumbers, or anyone else who can refer you business
4. **Targeted neighborhoods** that you've already been mailing EDDM postcards to on a regular basis. This can help you get pinned as the "Neighborhood Cleaner."

Personalization of your newsletter helps

Even when you use an already done for you newsletter, make sure you add some personalization. Your clients want to do business with a real person.

They want to know who you are. They want to know what is going on in your business. Adding personalization in your newsletter will give you customers for life.

Below is a list of things you can include to help your clients get to know you.

- Stories of your employees (certifications, new babies, etc)
- Stories of recent jobs (extraordinary commercial or water damage job)
- Stories of you (vacations, hobbies, etc)
- Stories of your family, kids, dog, etc
- Spot removal tips you personally have found effective
- Spotlight one of your services (tile, grout sealing, fabric protection, etc)
- Spotlight one of the benefits of your service (fast drying, health, etc)



Your first thought may be that your clients don't want to read about you. However, the biggest responses I've ever received from my newsletter have been when I've mentioned personal stuff going on in my life or in my company.

Newsletters vs. Postcards?

It would be a good idea to send postcards of various sizes and on occasion, mail a tri-folded self-mailer. But know the US Postal Service has recently required tabbing on bulk mailed self-mailers. The problem with tabbing is it makes it more difficult for your mailer to get opened, which can mean your mailer won't get opened.

Oversized postcards with newsletter content are my top choice. I call these "Newsletter Postcards." Big postcards can't be missed in a pile of mail. Plus, they have enough room to put a bunch of information on the card.

They are your carpet's worst enemy.



Premium Carpet Care is your hero.

A Common Summer Story...

As you sit on the sofa watching 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?"

"Nothing," she says, followed by more giggling. At this point, you realize you should get up from the sofa and check out the cause 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 again! Last time you tried eight different spot removers and you still couldn't remove the stains.

This time, call Premium Carpet Care. Their technicians are trained for issues just 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 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

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 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.



474-1133

To the left is an example of a newsletter postcard. It's actually an oversized postcard with an article or info similar to a newsletter.

This 8 x 10 inch postcard can be ordered at \$133 for 1000 full color, front and back postcards.

These tend to get seen better than tri-folded newsletters.



Above is an example of an 8 1/2 x 11 inch tri-folded newsletter.
1000 of these full color, tri-folded, tabbed newsletters cost \$129.

Whatever you decide, mail something! Do it consistently! Include at least a tidbit of personalization in every newsletter you do. You'll see an increase in customer loyalty and money in your bank account.

Newsletters are the best way to keep your clients coming back to you. Mail to them once every month or two. Never let them forget you.

Purpose of your newsletters:

1. **Educate** about cleaning related issues to pre-sell your services.
2. **Remind** of reasons-why they should keep using your service.
3. **Inform** clients of current specials you may run.
4. Mention your **referral program**.



Educate your clients and prospects

Education is the key to getting MORE frequent cleaning and higher job tickets. In your mailers, tell them about all the different services you offer. Don't be disillusioned and think they'll remember every you do. They don't. It's your job to remind them.

Tell them about the benefits of your different services. Educate them about a different service in each mailer. Also, cross sell your services in the offers you put in your newsletter.

Mention your referral program in most mailers you send. Let them know what they'll get when they refer you. Let them know you rely on their referrals.

Offers in your newsletter

It's not mandatory to run an offer. But, it will give your clients an extra reason to read your newsletter. It can even create a sense of community if you use the offer right. Your newsletter offers should always be exclusive client only offers. They'll feel special. They'll be part of the club. Especially if your prices are higher than your competitors, client only offers are meaningful.

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, 2014.

Call 474-1133 now.



FREE Rug Pickup & Delivery

Book ANY in-home cleaning of at least \$100 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, 2014.

Call 474-1133 now.

***WARNING:** Special offers expire August 31, 2014*

The best offers are for extra services you are promoting. For instance, if your primary service is carpet cleaning, offer a FREE 25 square feet tile cleaning with carpet cleaning purchase. You'll gain profit from the carpet cleaning and show your client what tile cleaning can do. There's a really good chance they'll purchase more tile cleaning then or in the near future. The offer should coincide with the topic of your newsletter.

Sample topics for your newsletter:

- How to select the best carpet
- How mattress cleaning can reduce allergens
- Choose the perfect vacuum
- Quick and easy pet stain removal
- The secret to remove any spot or stain
- Spot removal tip of the month section
- Interview a tie-in business (maid service, rug dealer, flooring retailer, etc.)
- 10 reasons you should get your carpet cleaned every year
- How to handle a water/smoke/fire loss
- How to evaluate your home for water damage
- Cleaning for health
- 5 tips to help you keep your carpet as long as possible
- The insider's guide to choosing an area rug

How to prepare your newsletter

Tri-folded newsletters are best as a self-mailer. This means the newsletter itself has the address printed on it.

Two common choices are: 8 ½ x 11 inch sheet printed front and back, folded in thirds or 11 x 17 inch sheet folded in half twice.

Personally, I prefer 8 ½ x 11 for most tri-fold newsletters. For newsletters, bulk mail is fine since it's a self-mailer and your client already knows who



you are. You'll want to mail first-class every few months to purge your database of clients who have moved.

Use at least 24-pound or thicker paper. A self-mailer can easily get torn or wrinkled. Your database can be merged into Word or Publisher so the addresses are printed on one side. Or you can print your addresses on labels and place the labels on each mailer. Color printing makes a **MUCH better** impression. It's cheap and I highly recommend color. Some printers (like the one we use for our Ad Club members) can label your newsletters and postcards for you to save time.

3 Reasons to Get Your Carpet Cleaned

1. Your home will look beautiful. You can keep an environment your family and friends will enjoy being in. Your carpet strongly reflects your entire home. Half of the first impression is based on the appearance of your carpet and floors. Stain-free carpet leaves a great first impression.

2. You'll save money by your carpet lasting longer. Maintenance is always cheaper than replacement. Carpet and rug manufacturers recommend professional cleaning at least every 12 months. In fact, many carpet warranties demand professional cleaning at least every 24 months or your warranty is void. Proper cleaning helps carpet last much longer.

3. You'll have a healthier home. The EPA (Environment Protection Agency) recommends homes with children or pets have carpet cleaned every 6-12 months. Proper cleaning actually improves the health of your home by removing pollens, mold spores, dander, pollutants, and soils.

Call **474-1133** now for spring cleaning.



Premium Carpet Care's
Mini-Newsletter

Spring Cleaning Time!

There are many reasons to get your carpet, tile, and rugs cleaned this spring. And below are a few incentives.

- * 50% off grout sealing
- * 50% off fabric protector for upholstery
- * Every 3rd area rug cleaned FREE
- * 25% off any deodorization service
- * FREE bottle of spot remover

To book an appointment, call **474-1133** or visit www.CarpetCareTips.com



1116 Olive Rd
Pensacola, FL 32514



Stamp or bulk mail permit #

As seen above, newsletter postcards can be as small as a 4 x 6 inch postcard mailed for a standard 34 cents postcard stamp. 1000 of these full color, glossy, front and back postcards can be printed for just \$43.

Or it can be a HUGE 6 x 11 inch postcard, which is best mailed bulk mail for around 26 cents.

Newsletter postcards are usually **my favorite option** because the recipient instantly sees the entire message. There's no unfolding or breaking a tab open. It's totally exposed and seen. With a large newsletter/postcard you can get in the same amount of information as you can with a folded newsletter. And in many cases, a newsletter postcard is less costly than a folded newsletter.



Thank You Postcard

After you perform a cleaning, it's very important to send a "Thank You" to your clients. In this mailer you'll thank them, give them an opportunity to let you know if something went wrong, and ask for referrals. This is the first step to creating a solid connection with your client and let them know you care about them.



I recommend you send your thank you postcard out as a 4 x 6 inch full color, glossy postcard (as seen above). You can get 1000 of these printed up for as little as \$40. And they can be sent first class mail for just 39 cents.

Reminder Postcards

When you haven't heard from your clients in over a year, it's time to send them a reminder postcard similar to what is shown here below. In the card



you'll remind them they haven't had cleaning in over a year. You'll also want to educate them about carpet maker recommendations on cleaning. And then you'll give them a special offer. Many times your client doesn't keep track of the last time you were out and they depend on you to remind them.

These reminder postcards can be sent out as a 4 x 6 inch full color, glossy postcard. You can get 1000 of these printed up for as little as \$43. And they can be sent first class mail for just 34 cents.

Referral Thank You Postcards

Every time a client refers you, it's important to recognize their referral. Include whatever reward you offer with your referral program. In this case, I've adopted my good friend, Howard Partridge's referral reward program where we send out this postcard certificate for 10% of the total bill that the person they referred spent with us. In turn, they can use that postcard as a discount toward future cleaning or return the card to us for cash.

These are also 4 x 6 inch full color, glossy postcard. You can get 1000 of these printed up for as little as \$43. And they can be sent first class mail for just 34 cents.



Want help creating these mailers and getting more clients?

I just created a brand NEW series where I'm giving you ready-to-use newsletters and postcards to send your clients and prospects.

All the templates are done for you. You just plug your logo in and change your contact information. And if you need the graphic design done for you, we can do that for you too! It's advertising completely done for you!

Growing a cleaning business alone can be tough. But I'm here to help.

To get all of these newsletters and postcards for cleaners go to...

www.Hitmanadvertising.com/coaching

Thanks for reading!

Let me know how you liked this report!

