

**5 Insider Tips
Cleaners Can Use to
Get the Best
Response With Email**

**For \$20 per month
you can keep
clients...**

**...and get new
clients!**

**Doing it right can
be VERY profitable.**

**#1: Keep a
Clean List**

**Only mail to clients
and prospects who
want your emails.**

**Immediately remove
anyone who does
NOT want your
emails.**

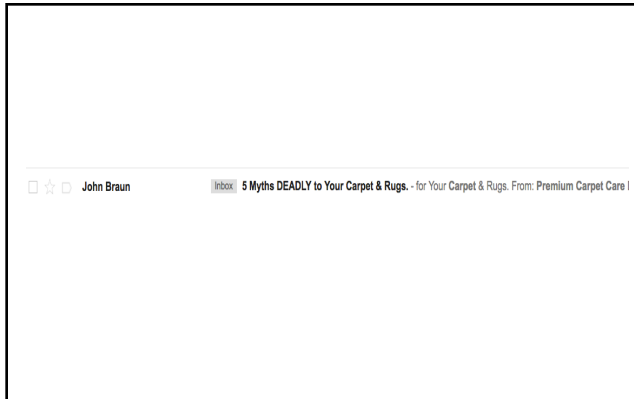
Automate with email
software.

**Constant Contact
Aweber
Mailchimp**

Do NOT **give sales**
pitches in every
email!

**#2: Get Your
Emails **Opened!****

**Your subject line is
MOST important!**



**The recipient
should **easily see**
who you are.**



**Subject line could
give **blind
curiosity...****

**Subject: Thanks for
your referrals**

**Or subject line
should give a
direct benefit...**

**Subject: Get Sparkling
Clean Carpet & Rugs for
the Holidays**

**Or subject line
should give
urgency...**

**Subject: Holiday
Cleaning Appointments
are Nearly Booked**

**#3: Ask for a
Response!**

**Put your phone
number in the email.**

**Put 2 – 4 links to your
website in the email.**

Ask **trigger** pulling
questions like...

Do you want to see
how to easily remove
pet stains?

Would you like your
traffic lanes to look
clean again?

**#4: Use Pics to
Get Attention**



Animated GIF

Countdown timer

**#5: Be
Consistent!**

**Start mailing as soon
as you get their
email.**

**Set up an
autoresponder
message series.**

Heads up about your cleaning gift certificate

John Braun <clean@carpetcaretips.com>
To: johnbraun7@gmail.com

From: Premium Carpet Care

A few weeks ago I gave you a special \$25 off coupon for carpet, tile, area rug, and upholstery cleaning for Premium Carpet Care.

Your coupon expires in just 7 days.

I just wanted to let you know you'll need to use it by then for it to be valid.

So if you haven't yet, call us at 474-1133 to book an appointment.

I give my promise we'll do everything possible to get you the best cleaning imaginable. Your carpet and tile will last longer and look as good as it can.

To download your certifiact again, go to...

www.CarpetCareTips.com/coupon.pdf

Sincerely,

John Braun and Premium Carpet Care Staff

www.CarpetCareTips.com

850-474-1133

Mail every 1 or 2 weeks.

KEEP AT IT!

Coming soon...

**...I'm going to make
email marketing
EASY for you...**

**...by providing all the
email content and
pics for an entire
year...**

**...and an auto
message series that
reminds prospects to
book cleaning.**