

Step-by-Step Guide to EDDM



By

HitMan
Advertising

Legal Notice:

COPYRIGHT:

Copyright 2012, 2013, 2014, 2015, 2016, 2019 Hitman Advertising, all rights reserved.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

This report is NOT legal or accounting advice. You need to do your own due-diligence to determine if the information in this report is right for YOUR business. No earnings claims are being made anywhere in this report or in the marketing of this report. The publisher of this report is not liable for any damages or losses associated with the content in this report.

You are responsible for your own advertising in your business.

"A NEW Kick-Butt Direct Mail Service That Will Make You Lots of Money."

...Be the top cleaner or service company in any neighborhood.

...Send only to the best neighborhoods.

...The postage cost is as little as \$.16 per house

"Nothing has excited me more in the past couple years than this. If you enjoy servicing clients in select neighborhoods or areas of town, you MUST look into this right away as time is of the essence." -John Braun

99% of your competitors have no idea how to use this or that it even exists!

In fact, if you need more new cleaning and restoration clients, you should see this, because I reveal how to use this direct mail service that allows you to send to EVERY home and business in your area for as little as \$.16 a piece. It's the best thing I've ever seen for targeting neighborhoods!

To find out how it works, I've created this FREE report for you. I suggest you devour this report right now. It'll only take a few minutes and will head you off in the right direction in advertising to your ideal prospect.

If you'd like to send large mailers to everyone in an upscale area of your city for as little as \$.16 per mail piece, you can.

It's called "Every Door Direct Mail" (aka EDDM).

You'll get killer EDDM postcards and training in my Ad Coaching Club. See details at:
www.Hitmanadvertising.com/coaching

What is This Mail Program All About?

This is a new service brought to you by the folks at the United States Postal Service. In Canada, you can be part of a similar program called Precision Targeter. And in the U.K., there are also similar mail programs.

Here's the secret...

All else being equal, homeowners and small businesses would rather choose a service company who is based within a few miles of where they are located. Why?

1. They feel you can service them faster
2. They feel you may service them better
3. They feel something of an obligation to use the "local" guy

It's true. Don't you prefer to use services near your home or office? Even if the service comes to you, you'd rather do business with someone close.

What if you don't live near an area you want to service? No problem! I've taught hundreds of cleaning companies to use the "local" advantage even if they were based in a city 50 miles away.

You can be the "Neighborhood Service Company" without being physically located in or near their actual neighborhood.

How can you still claim the local advantage if you aren't located near your ideal prospect? I'll admit, it takes a tiny bit more work in this case. But the benefits are well worth it.

It requires proving to your prospect that you are the "Neighborhood Cleaner" or service company of choice. The right mail campaign can do this for you.

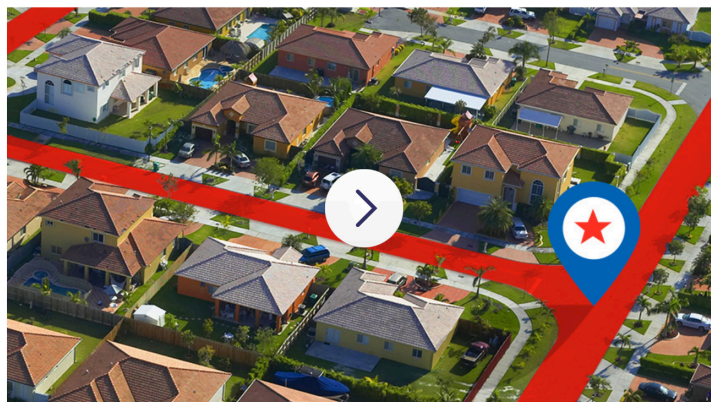
What is EDDM?

USPS® Every Door Direct Mail® (EDDM®) is an affordable targeted advertising technique that lets you map your marketing mail audience by age, income, or household size². You can use the EDDM mapping tool to choose the ZIP Code™ and carrier route that will target your best possible customers—current and future. The EDDM mapping tool is easy to use and discounts are available even for small businesses.

Price – USPS Marketing Mail® Flats up to 3.3 oz
EDDM Retail® USPS Marketing Flats \$0.187 per piece
EDDM BMEU USPS Marketing Mail at \$0.162 per piece

EDDM Mapping Tool

Advertise with EDDM - Video



What is “Every Door Direct Mail” (aka EDDM)?

First, I usually shy away from complicated marketing plans. And I especially avoid recommending complicated stuff to my clients. But EDDM is easy.

Every Door Direct Mail enables you to extend your customer reach via saturation mail without the need for mailing lists, permits, and the associated fees. With Every Door Direct Mail, you create a saturation mailing without applying individual names and addresses to each mail piece.

How Easy is EDDM?

All you need to do is print the correct size postcard (see page 8). Stack the postcards in stacks of 100 and place a rubber band around each stack. Place an EDDM cover sheet on each stack. But if you have a bulk mail permit, you can often skip the stacking step and just put one cover sheet in for each mail route. Bring the cards to the Post Office and you’re done!

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

Step-by-Step EDDM Mailing:

Note: Get help with your campaign and EDDM postcards designed by contacting Hitman Advertising.

1. Go right here to get started
<https://eddm.usps.com/eddm>

2. Pick the mail routes you want to mail to (best to choose high-end neighborhoods).

3. Click "Next" and sign in or register an account if you don't have one.

4. Pick the date you will drop the mailers off and click "Post Office Drop-Offs" to see which post office you should drop the mailers off at.

5. You'll get a total price for the mailing and be able to pay online (online payment is easier).

6. After payment is made or you click to "Pay at post office", you need to download your mailing statement AND facing slips.

7. Put one "Facing Slip" that you printed out on each stack of 100 postcards and place rubber bands around each stack.

8. Take your EDDM mailers to the proper post office (as shown in step 4).

9. That's it! It's that easy. * If you hold a bulk mail permit, read page 10.

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

EDDM is EASY

Design it.

Must be at least 6.25"x8" and up to 12"x15" in dimension

Print it.



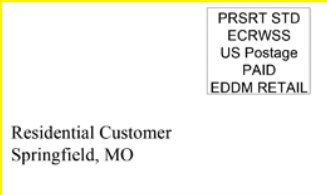

Add proper address and EDDM insignia before printing

Stack it.

Put rubber bands on each stack of 100

Mail it.

Pick the mail routes to send it to on USPS.com then take them to your local post office





What are the Benefits of EDDM?

EDDM is one of easiest advertising media I've used. And it requires no special permit if you are mailing less than 5,000 pieces per day.

You can use Every Door Direct Mail to:

- Target a location without an address list
- Send out local mailings or national campaigns
- Build more traffic
- Find new customers
- Increase revenue
- Reduce mail preparation costs

When you register for EDDM, you get access to an online tool helps you choose mailing routes by neighborhood, ZIP Code™, city, or a target area around your business.

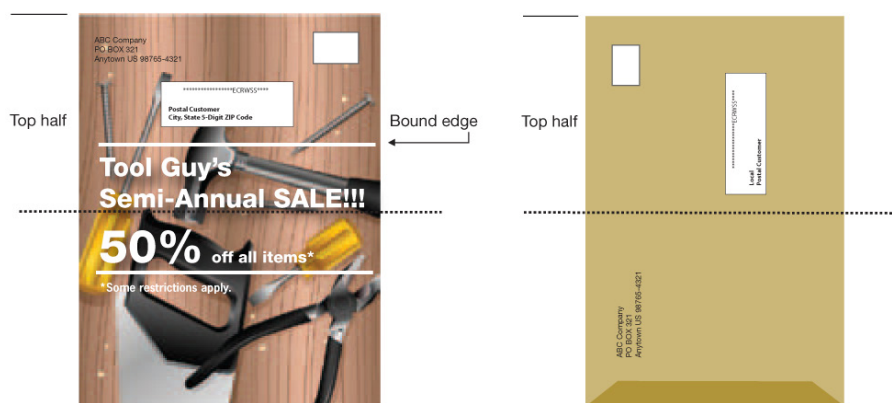
The tool even identifies the number of active households and businesses in your chosen areas to estimate postage. The tool also generates and prints the appropriate documentation to take with your mailing to the Post Office.

What are your mailing options?

For most companies just starting, you'll want to use the Every Door Direct Mail- Retail. This covers 5,000 pieces of mail or less and a weight of 3.3 ounces or less. This Retail option is FREE and requires no permit.

You'll need to mail at least 200 pieces. The cost will be 18.7 cents per mailer.

Here are the requirements according to the USPS.



EDDM mailpieces must conform to these guidelines:

Rectangular with four square corners or finished corners that do not exceed a radius of 1/8-inch. (A square is considered a rectangle.)

Be one of the following: more than 11 1/2 inches in length OR more than 6 1/8 inches in height OR more than 1/4-inch thick.

Cannot be more than 15 inches in length OR 12 inches in height OR 3/4-inch thick. Common sizes are 6.5 x 9, 6 x 11, 8 x 11, or 9 x 12 inches (Yes, HUGE).

Note: To be considered a flat, a mailpiece must exceed only one of the letter dimension maximums but be within all of the flat maximums, otherwise it is a parcel. For more information, see DMM® 601.1, Mailability: General Standards, and DMM 301.1, Commercial Flats: Physical Standards for Flats.

Get killer postcards for EDMM already created for you at www.Hitmanadvertising.com/coaching

However, if you need to send more than 5,000 pieces per day, there is a program for Every Door Direct Mail Business Mail Entry Unit (BMEU). It does have a yearly fee for use of this service. But most small business will find the FREE EDDM Retail service will suite their needs.

What is the best advertising you can do?

1. Internet
2. Direct Mail (First, your current clients and second to new prospects)

I've always found Internet marketing and direct mail to be the top advertising return for cleaning businesses and other home service businesses. And now, Every Door Direct Mail makes direct mail cheaper and better.

Just like bulk mail, you'll need to put a statement such as shown below on your postcard. But you do NOT need to pay a yearly fee.

PRSRT STD ECRWSS US Postage PAID EDDM RETAIL
--

Residential Customer
Springfield, MO

* If you do hold a bulk mail permit, use the addressing on the next page. Also, we can now do your EDDM prep and mailing for you in my Ad Club.

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

Doing Lots of EDDM Mailing? Get Bulk Permit

Now you can use your bulk mail permit to save about 1 cent per mailer if you have a bulk mail permit. This is the key to mail for just 16 cents per mailer.

As of 2019, the price for EDDM went to 18.7 cents per mailer for non-bulk mail permit holders. But if you have a bulk mail permit to mail to your clients, you can use the permit to save a little on EDDM.

Funny thing is you'll get different rules depending on which postal service rep you speak with. So my advice is to read the reference guide carefully. And then go down to your local bulk mail office and ask them about what you are wanting to mail.

The reference guide is located over at <https://www.usps.com/business/every-door-direct-mail.htm>

Also, know that there is slightly different wording you'll need on your EDDM piece when you mail with your bulk mail permit (see right).

Once you have your bulk mail permit, you should be able to mail for about one cent less per mailer. Also, some bulk mail offices may not require you to stack your cards in stacks of 100 postcards with rubber bands around stack.

Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU)

*****ECRWSEDDM**** Postal Customer City, State 5-Digit ZIP Code	PRSRT STD ECRWSS U.S. POSTAGE PAID CITY, STATE PERMIT NO.
*****ECRWSEDDM**** Residential Customer City, State 5-Digit ZIP Code	Permit Indicia example All mailpieces must contain ECRWSS in the address area or within or below the Permit Indicia.
*****ECRWSEDDM**** PO Box Holder City, State 5-Digit ZIP Code	

To mail with your permit, log in at <https://reg.usps.com/register>

Follow the same guidelines on page six to prepare your mailing. Then take your mail to your bulk mail, business mail office where your permit is held.

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

How do you get the most from EDDM?

With any advertising you do, choosing the right media is important, but not everything. You can have two ads in the same media and one ad can do exceedingly well while the other ad does horrible.

IT'S THE MESSAGE THAT'S MOST IMPORTANT.

You can get a series of professional Every Door Direct Mail postcards created personally by me that have been proven to get killer returns. All you need to do is sign up for my Advertising Coaching Club. Over the next coming weeks, it's the only place where you get can proven EDDM postcards specifically for cleaning and restoration companies.

Every Door Direct Mail is the thing that can take your business way ahead of your competition. Are you going to jump on this now or allow your competitors to use it?

Get proven EDDM postcards ready to use NOW in my Ad Coaching Club by seeing the link below.

<http://www.Hitmanadvertising.com/coaching>

Thanks for reading this report! I hope you jump on this now and take full advantage of this effective way to advertise.

Here are Some Samples of EDDM Postcards You Will Get in My Advertising Coaching Club

...Plus You'll Get Help Getting Your Campaign
Done the RIGHT Way!



This new postcard campaign got my company a 12-to-1 return and greater, in high-end neighborhoods, nearly every time it's been run.

These are 8x10 inch postcards created and ready for you to send off to your printer. We even create one of these templates ready to send to one of our favorite online printers that we recommend to you. All you need to do is pop in your logo, address and phone number and it's set to go. Or we'll even pop your logo and contact in for you at no additional charge.

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

EDDM Pieces for Carpet Cleaning, Tile Cleaning, Pet Odor Removal, Area Rug Cleaning and More Services to Come

Pet Stain Removal Guide: Frequently Asked Questions


Can you remove pet urine from carpet or rugs?
Absolutely! But you need to act FAST. Pet urine can cause damage to textiles as well as create an unhealthy indoor living environment. If left for months, it may permanently change the dye structure of the fabric and cause the fiber to deteriorate. To prevent permanent staining, clean urine deposits immediately. See below for some emergency tips.

How can you remove pet stains yourself?
You can prevent further damage by doing this first aid treatment. This will solve minor pet problems, but for more severe problems, contact Premium Carpet Care.

- If you have pets, use a wet vacuum!** Don't get a stack of paper towels to mash the urine into the padding. Use a wet vac or a small spot removal machine to suck up any liquid. This will allow the worst of the problem to be sucked up out of the fiber. Only if nothing else is available, use paper towels. But a wet vacuum will be of much more help.
- After you've removed all the liquid** you possibly can, treat the area with a neutral PH spot remover or enzyme. Do NOT use Resolve. You can dilute clear dishwashing liquid at 1-to-10 ratio and use this in a pinch.
- Rinse the spot with plain water.** After you've extracted as much of the pet stain as possible and then treated it with a proper cleaning agent, pour some water over the spot and extract again with your wet vacuum.


Visit us at www.Carpetcaretips.com

How will Premium Carpet Care remove pet stains?
You can see the diagram below that shows how we treat your carpet and pad. And then we extract the deodorizer with a special tool using our power truck mounted extraction system.




What's the BIGGEST mistake?
The big mistake is doing nothing. Besides the fact that pet stains are unhealthy, they can eat away the fibers of carpet, rugs, and upholstery. FAST action is required. Use the tips in this guide the next time you have a pet problem.

Call 474-1133 for a friendly estimate.



See other side for specials!
John Braun



How Your Pet Odors and Stains are Removed

Your pet stain and odor problems will be eliminated with our professional system. Your home will smell fresh and clean. First, we'll use a urine detector to pinpoint the exact areas. Next we'll treat the areas with our all-natural enzymes. For severe spots, we have a tool that pulls urine out of your carpet padding. You will save money and avoid costly replacement.

Who Else Wants Fresh Carpet, Rugs & Upholstery?
Your carpet and rugs are cleaned by a company with one of the best reputations in town. Call us for a list of references. See CarpetCareTips.com for more information on how we'll make your carpet, rugs, and upholstery look and smell beautiful.

FREE Deodorizer
Book an appointment **RIGHT NOW** and get \$25 in FREE Deodorizer. Do it now because the longer you wait, the more damage will be done to your carpet.

Area Rug Specialty Cleaning
You can drop off your area rugs or call for pick-up and delivery. Any wool, silk, cotton, nylon, rayon, or polypropylene rug can be cleaned at our shop at 1116 Olive Road.





1116 E. Olive Road
Pensacola, FL 32514

PRSRT STD
ECRWSS
US Postage
PAID
EDDM RETAIL

**Residential Customer
Pensacola, FL**

FREE Deodorizer

Book any in-home cleaning appointment or area rug cleaning at our rug shop and get \$25 in FREE deodorizer. Not valid with other offers. Normal minimum charges apply.

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

Call **474-1133** now.



(Left) Rinsing your carpet and pad with the water claw extractor. This is often the only way to remove urine without replacing your carpet and pad.

Don't have pets? Give this card to a friend who does!

Hurry, offer expires 7/31/xx so call for a friendly estimate now!

474-1133

This is a 6.5x9 inch EDDM piece. Targeting pet owners is a gold mine for carpet cleaning companies because pet owners tend to get cleaning more often. Plus, they usually spend more than the average client when they purchase deodorizers.

Also Get Client Postcard/Newsletters to Send Clients and Get MORE Referrals, HIGHER Job Tickets, and MORE Frequent Cleaning!

Carpet & Stains

What stains can be removed?
Often times when professional carpet cleaners are called upon to take care of stains or spots in carpets the first question will inevitably be "can you get it out"? If the first response out of the tech's mouth is a resounding "yes", then you might want to look into hiring someone else. The truth of the matter is not all stains are removable. We always have a "let's take a look at it and if it can be removed" mindset. If it can be removed, we have what it takes to get it out.

Sugar and oil based stains.
Most dark colored, brown or black, spots are sugar or oil based. These can be removed 90% of the time. Stains in this category include colas, tea, coffee, and non-red juices. With colas stains a traffic lane cleaner is usually the way to go and will take care of the problem almost always. Tea and coffee are sometimes a little more difficult and may require an acid rinse in conjunction with the traffic lane cleaner. Juices like apple or orange are relatively easy to get out. The problems occur when you get into the red dyes such as grape or cranberry, especially on light carpets. Red dyes fall into the red dye category and sometimes the only way to get those out is a heat transfer dye process. This process is usually reserved as a last resort and even then there are no guarantees.

Body fluids.
So what about stains such as blood, vomit, and urine? Well these, like all stains, need to be addressed quickly. The sooner you get them removed the better. The trick with blood is to not clean it with hot water or alkaline cleaning products. You might think you're helping the carpet tech out by trying to remove some of the stain yourself but these treatments will actually set the blood into the carpet. Your best bet is to leave it to the professional. Vomit and urine are similar in that they are removed through a process. And it is very important to get urine up as soon as possible. The longer it stays the more it will continue to deteriorate the carpet. These types of spots are usually removed by utilizing a pre-treatment that breaks down the stain. Then the spot is thoroughly extracted. These steps will be repeated as necessary and afterwards an enzyme is sprayed that will continue to break the spot down.

Mystery stains.
Sometimes you can get stains through no fault of your own. These would include stains from yellowing, water rings, and filtration soiling. Yellowing is one of those stains that can either be easily neutralized or impossible to remove. It is very common and can be treated with citric acid or an acid rinse. Water rings are also sometimes hit or miss. They are treated with traffic lane cleaner or an acid rinse. Filtration soiling is usually found in hallways near air conditioning units or where the carpet meets the baseboards. These are black lines that are caused by the carpet "filtering" soil. Getting rid of these stains requires using a special spotter and manually scrubbing the area with a towel. Due to the extra labor involved, this process may cost a bit more than you would like.

Remove it FAST!
The bottom line is that there are no guarantees with spot removal. What seems like an easy to remove stain could prove terribly difficult, and vice versa. But SPEED is your friend. Remove spots and stains FAST and you'll have better luck in removal.

3 Reasons to Get Your Carpet and Rugs Cleaned Now!

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.

See other side for spring specials!



Why Spring Cleaning?

After you've been cooped up inside, your home needs cleaning. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, and other debris settle down in floors, bedding and upholstery. Your environment may look clean, but it's very unhealthy.

474-1133



Get client postcards and mailers designed and mailed for you each month in my coaching club. Sending mail to your clients is by far the TOP way to build a steady cleaning business. You'll get MORE referrals and your clients will call you MORE often.

How to ALWAYS Keep Your Upholstery Fresh, Soft & Clean

CAUTIONS On Upholstered and Leather Furniture

- **Remove spots and stains immediately.** Upholstery is not nearly as stain resistant as carpet.
- **Apply fabric protection for best stain resistance.** Most upholstered fabrics and leather are NOT stain resistant and need protectant regularly applied.
- **Don't allow dyes** (inks, paints, strong chemicals, etc.) to come in contact with upholstery.
- **Clean light colored upholstery BEFORE** it appears soiled or at least every other year. If you wait until it looks dirty, some damage may already be done.

Cleaning Codes for Upholstery

- **W:** Spot clean with water-based cleaner.
- **S:** Spot clean ONLY with dry cleaning solvent.
- **WS:** Spot clean with water-based or solvent cleaner.
- **X:** Clean only by vacuuming or light brushing.

The upholstery code should be located on a tag beneath the cushions. Use care with all upholstery, but especially with X and S codes.

Spot Removal Tips for Upholstery

First, pre-test in an inconspicuous area BEFORE attempting spot removal. Allow the pre-tested area to dry. If discoloration or shrinkage occurs, do not use the product.

For W and WS coded upholstery, use a Neutral PH water based cleaner such as our "Home Pro Spotter" on spots like food spills, drink spills, light grease, etc. For S, W, and WS coded upholstery, use a small amount of dry cleaning solvent (such as rubbing alcohol) applied to a cloth.

Upholstery Cleaning Steps

1. Pre-test an inconspicuous area.
2. Remove excess soil with wet vacuum.
3. Apply the spotter to a clean cloth.
4. Gently blot; don't distort fibers.

FAST ACTION is most important. Do NOT allow spots to sit in your upholstery. If you can't remove the spot, call us right away at 474-1133 or visit us at www.CarpetCareTips.com



Now is the Time For Fresh, Clean Carpet & Floors.

Clean for Health.
Not only will your carpet and floors look better, but you'll have a healthier home with our hot water extraction system.

474-1133

PREMIUM Carpet Care

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching

And Water Damage Restoration EDDM Postcards...All This and MORE

4 Emergency Water Damage Steps to Take Right NOW!

1. YOUR ENTIRE HOME IS AT RISK!
Moisture will not only destroy carpet. It absorbs into drywall, studs, baseboards and cabinets and will continue to do damage until professional mitigation has taken place to stop more damage.


2. TAKE IMMEDIATE ACTION!
The longer you wait, the more damage will be done. In some cases, failure to take immediate action after a water damage loss could limit your insurance coverage. Call a professional right away! Water inside your home is an emergency.

3. PREVENT MOLD!
Professional drying equipment can be used to dry your home or office building. Powerful extraction equipment and commercial dehumidifiers are used to pull moisture out of your walls and structure. If your home isn't properly dried, mold will return.

2. INSURANCE COMPANY BILLING!
Your insurance company typically wants you to call a professional water restoration company to STOP further damage. Call Premium Restoration now for 24 hour / 7 days a week emergency service at 850-474-1133

Visit us at www.WaterDamageinPensacola.com

Pictured right is mold growing behind a baseboard. This, as well as mold growing inside a wall, is very common when a water problem isn't properly dried.



What's the BIGGEST mistake?
The big mistake is doing nothing. Overlooked moisture problems are the cause of all types of indoor mold. At bare minimum, call for a moisture evaluation to see where you have moisture.

Call 474-1133 for FAST response.



See other side for offers!

John Braun



Targeting key neighborhoods with educational information before or immediately after high rains, hurricanes, or deep freezing is always a great idea.

24 Hour / 365 Days Water Restoration

Moisture in your home cannot be put off until later. It's imperative that you take care of the problem now!

Here's what we'll do to minimize damage and prevent mold.

1. First, you get a **full moisture inspection** with professional meters to determine where moisture may be hiding within your walls. This is the most common place for mold.
2. Your **carpet, rugs, and floors are extracted** with truck mounted equipment to remove as much moisture as possible.
3. Professional **drying equipment is used** to pull the rest of the moisture out of your drywall, baseboards, and cabinets.
4. Your home will be **back to normal** as quick as possible.

For more emergency tips see: www.Premiumrestoration.com

Call us today to minimize water damage and prevent mold from taking over your home.



1116 E. Olive Road
Pensacola, FL 32514

PRSRT STD
ECRWSS
US Postage
PAID
EDDM RETAIL

Residential Customer
Pensacola, FL

Moisture Inspection:
Save \$50

The first thing we'll do is a moisture inspection with professional moisture meters. This will help us determine the extent of moisture that can't be seen behind your walls.

You must present this coupon at time of inspection and call us within the next 3 days.



Hurry! The sooner you call, the quicker we can help you.

You'll get an honest evaluation of what needs to be done.

Call 474-1133



The goal is to STOP further damage and limit mold growth. Your home will be back to normal quickly.

No water damage? Give this card to a friend who does!

EDDM Postcards that Bring the Best Clients in the Neighborhoods You Pick.



Premium Carpet Care
1116 Olive Road
Pensacola, FL 32514

PSRST STD
ECRWSS
US Postage
PAID
EDDM RETAIL

Residential Customer
Pensacola, FL.

Get Your Two FREE Gifts Now!

Dear Neighbor,

Since you're our neighbor, you can choose TWO special gifts. Just book ANY cleaning before 5/31/13.

Choose Your FREE Cleaning Gifts (Pick 2):

- ❑ **FREE Car Mats Cleaned**- limit 4 mats (\$40 value)
- ❑ **FREE Pet Stain Deep Odor Treatment**- treats carpet and padding. Limit one area (\$40 value)
- ❑ **FREE 50 Square Feet of Tile and Grout or Vinyl Floor Deep Cleaning** (One area up to \$50 value)
- ❑ **FREE 12 ounce bottle of "Home Pro Spotter"** with FREE refills (\$40 value)



WARNING

Your FREE Gifts and 50% OFF Savings Expire May 31, 2013



But Wait, You Also Get These Services 50% Off:

- * 50% Off Fabric Protection on Area Rugs
- * 50% Off Fabric Protection on any Sofa, Chair, Recliner, or Love Seat
- * 50% Off Leather Furniture Cleaning

Plus, with our **FREE 12 ounce bottle of "Home Pro Spotter"**, you get FREE refills for as long as you keep the bottle.

All you have to do is book any cleaning appointment big or small. Call 474-1133



Call 474-1133

Here's Exactly How You'll Get the Cleanest Carpet and Rugs in Pensacola!

You've probably seen Premium Carpet Care in the PNJ 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 excel at pleasing 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 speciality stain removal."

Steam Clean or Dry Clean?

This system is designed to steam clean, yet dry FAST, and remove maximum soil. Braun said, "All carpet makers recommend steam cleaning most often, so we give you the best of both worlds by using truck mounted steam cleaning and turbo fast drying. This system greatly prevents spots from returning...guaranteed."

To see more details go to [CarpetCareTips.com](http://www.CarpetCareTips.com)

Another perk is you get a FREE bottle of "Home Pro" Spot Remover with lifetime refills (\$20 value).

No Returning Spots
Guaranteed. If you have any spots return within 30 days of cleaning.

they'll come back at NO CHARGE. They even have a way to remove pet stains and odors from your carpet padding. Now you can truly remove odors without replacing your carpet or pad and save money!

Why You Should Hire a Cleaning Company With a Great Reputation

The best cleaning isn't only about the equipment. Yes, you should hire a 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 100% 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.

Flooring retailers and Realtors all over the area recommend Premium because of their reputation. In addition, the readers of PNJ voted Premium one of the best carpet cleaners in the area. Robert Rockwell said, "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with."

Sparkling Clean Tile and Grout

Another service Premium Carpet Care offers is tile and grout cleaning and grout dyeing. Your grout can be dyed one of 40 colors. "If your tile and grout is looking less than perfect, we can make it beautiful again in almost all cases. Call for a FREE evaluation," says Braun.



Call for a FREE estimate 474-1133

This is an 8.5x11 postcard that has gotten my cleaning company as much as a 12-to-1 return on investment. The more you tell, the more you sell!

To get personal help on your EDDM campaign, tons more EDDM templates and other postcards to target specific neighborhoods, see the link below.

<http://www.Hitmanadvertising.com/coaching>

Thanks and I wish you all the top success in your cleaning business.

Get killer postcards for EDDM already created for you at www.Hitmanadvertising.com/coaching