

How to Cut Your Postcard and Newsletter Marketing Costs in Half

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



By **HitMan**
Advertising



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You are responsible for your own advertising in your business.





Start Here:

There is A LOT of bad information about mailing. And much of it is due to lack of information. So I wrote this report to help you in your cleaning business!

PRINT THIS REPORT OUT RIGHT NOW!

Get Easy, Turn-Key Client Newsletter and Postcard Mailing:

- You get **graphic design done for you** once each month. We put in your logo and company contact info on one of the templates.
- You get the best, quality printing at the lowest prices you can get anywhere. Prices as low as **3 cents per postcard**. Members are saving \$50, \$100, and some over \$300 per month.
- Postcards and newsletters **labelled and mailed for you!** We also get you discounted postage for as little as 25 per piece. Plus, we help you facilitate the whole mailing campaign.

I'm here to help you build your cleaning business.

To get turn-key newsletters and mailers for cleaners go to...

www.Hitmanadvertising.com/coaching

Now see the next page to see how to cut your costs...



Here's a Typical Mailing Plan:

You can start this plan now! In your mailer, make sure you include benefits of your company and make them an irresistible offer.

Start the program on a Monday. I've found mailing on a Monday is best because the mailer will arrive Tuesday-Thursday in most cases.

Day 1: Send a newsletter or postcard/newsletter to your ENTIRE client list.

Day 8: Send an Every Door Direct Mail large postcard to a neighborhood you really want to do business with.

Day 15: Send a follow-up Every Door Direct Mail postcard to the same neighborhood.

Day 22: Send a final follow-up Every Door Direct Mail postcard to the same neighborhood.

The following month:

Day 1: Send a large postcard to your ENTIRE client list.

Day 8: Send an Every Door Direct Mail large postcard to a new neighborhood you really want to do business with.

Day 15: Send a follow-up Every Door Direct Mail postcard to the same neighborhood.

Day 22: Send a final follow-up Every Door Direct Mail postcard to the same neighborhood.

Then, start the whole process all over again the next month!



Few Mailing Tips...

- ALWAYS mail to your current clients first. Most marketing experts agree that your best marketing is first spent on your current clients. Mail to them every month or at least every other month.
- After mailing to a neighborhood three weeks in a row, don't mail to them for a few months. Then begin the whole three week process all over again.
- Test your local post office to see when your mail gets delivered. You ideally want your prospects to receive your mailer Tuesday-Thursday.
- Always include a special offer. But refrain from using XX% off in the offer as these are too common.

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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.

Why is NOW the Best Time For Cleaning?

You're been cooped up inside. The risk of colds, flu virus and allergies are rampant. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, mold, dead skin cells, and other debris settles down in floors, bedding and upholstery. Your environment may look clean, but it's very unhealthy.

You heard the hype about indoor air being more polluted than outdoor air? It's true. In the winter time, it's even more true.

4 Ways You'll Get a Healthier Home

1. **Safe all-natural cleaning** agents made specifically for people who have chemical sensitivities.
2. **No mold or allergen growth** because your carpet dries FAST with our drying system.
3. **Steam cleaning** with HOT 180 degree water for carpet, tile and upholstery to kill germs.
4. **Soils are extracted outside** into our powerful van mounted machine so no germs get cross contaminated.

This system is designed to go WAY beyond what most cleaners think of doing. We even have a special way of removing pet stains from your carpet padding.

Go to www.CarpetCareTips.com for more details on our system.



Call 474-1133 now for an appointment!

Mailing educational newsletters and postcards to current clients will get you more frequent cleaning from clients, more referrals, and help you keep better clients who are educated about your services.



3 Primary Ways to Send Mailers:

- **First Class-** The standard, conventional way to mail. It's great for small mailings of less than 200.
- **Bulk Mail-** Best for mailing to your client list and mailings when you have a database of names and addresses of intended recipients.
- **Every Door Direct Mail or Saturation Mailing-** Great for canvassing entire neighborhoods. This is the cheapest option for mailing postcards.

Getting Postcards Mailed

First Class

Best for 4"x6" postcards

Bulk Mail

Best for larger postcards and client mailers

EDDM or Saturation Mail

Best for targeting entire neighborhoods with postcards over 6.25"x8.5"



4"

6"

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5.5"

Get the Cleanest, Healthiest Carpet & Floors in Pensacola...

Why is NOW the Best Time For Cleaning?

You've been cooped up inside. The risk of colds, flu virus and allergies are rampant. Dirt, germs, food particles, grease, dust, pet dander, asphalt, pollen, mold, dead skin cells, and other debris settles down in floors, bedding and upholstery. Your environment may look clean, but it's very unhealthy.

You heard the hype about indoor air being more polluted than outdoors? It's true. In the winter time, it's even more true.

4 Ways You'll Get a Healthier Home

1. Safe all-natural cleaning agents made specifically for people who have chemical sensitivities.
2. No mold or allergen growth because your carpet dries FAST with our drying system.
3. Steam cleaning with HOT 180 degree water for carpet, tile and upholstery **NO** bleaches.
4. Soots are extracted outside into our powerful van mounted machine so no germs get cross contaminated.

This system is designed to go WAY beyond what most cleaners think of doing. We even have a special way of **removing pet stains** from your carpet padding.

Go to www.CarpetCareTips.com for more details on our system.

FREE 60-Day Stay Clean Warranty

To make sure you get the best cleaning possible, we'll return for up to 60 days at NO CHARGE if any spots return. For pet stains, we even have a way to remove stains and odors from your carpet padding. Now you can remove odors without replacing your carpet!

Hire a Company With a Great Reputation

Premium Carpet Care gives you a **5-star reputation**. If you're not happy, we won't even ask you to pay. Flooding restlers and Realtors area recommend us because of our reputation.

Robert Rockwell, Realtor, 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."

Two FREE Gifts With Any Cleaning

But you **MUST** book before March 15, 2013. More details on the other side.

Choose Your **FREE** Cleaning Gift (Pick TWO):

- ☐ FREE Car Mats Cleaned-limited 4 mats (\$40 value)
- ☐ FREE Edge Cleaning to remove dirt lines at baseboard (up to \$40 value)
- ☐ FREE 50 Square Feet of Tile and Grout, Vinyl Floor Cleaning (One area up to \$50 value)
- ☐ FREE Area Rug Cleaned (up to 5x7 feet-\$35 value)

Call 474-1133 for a **FREE** Estimate

8.5"



The wrong choice could mean spending a lot of extra money. Plus, it can mean extra time in preparing the mailing. If you're mailing postcards, you need to know which to use and when. Let's explore the ins and outs of each. Keep in mind, the postage prices given here could vary, so check with your local post office.

First Class

Obviously this is the easiest choice. But you'll have to pay more for the convenience, as this is the most expensive option. Another plus is that first class can sometimes get delivered quicker than the other options. As well, direct mail professionals claim that live, first class stamps get a better response because the mailing isn't instantly regarded as junk mail. However, with a postcard campaign, the reader instantly sees the mailing is from a business. So there may not be any first class stamp advantage when mailing a postcard.

If you're mailing small, 4" x 6" postcards, you'll fall under the first class postcard rate, which is currently 33 cents in the United States. Larger postcards, like 5.5" x 8.5", will require the letter rate of 46 cents. And very large postcards, such as an 8.5" x 11", will require the flat rate which is currently 92 cents per piece.

Tri-folded 8.5" x 11" newsletters also fall under the first class 46 cent stamp category.



Bulk Mail

The postage is significantly less than first class mailing. On some types of bulk mailings, you'll need to sort the postcards by zip code before you take them to the post office. This can be accomplished by sorting your address labels in order of zip code. Additionally, a yearly permit fee of around \$200 is required. The fee for the permit will pay for itself if you mail more than 1,000 postcards each year. To send a bulk mailing, you'll need to send at least 200 pieces at a time.

When mailing an 8.5" x 11" tri-folded newsletter, 4" x 6" postcard, or the larger 5.5" x 8.5" postcard, the bulk mail rate is 24 cents. However, a huge 8.5" x 11" postcard is considered a flat, which makes the cost 36 per piece.

Bulk Mail is EASY

Register it.
Visit your bulk mail office to purchase a bulk mail permit

Design it.
Most any postcard, newsletter, or salesletter works

Print it.
Add the proper bulk mail insignia with your unique number

Mail it.
Take it down to the dedicated bulk mail post office in your area




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Every Door Direct Mail or Saturation Mailing

Every Door Direct Mail (EDDM) was created so small businesses could do saturation mailing without buying a bulk mail permit. Generally, EDDM is designed to send larger postcards of a specific size to an entire mail route. Your postcard must be taller than 6.125" or longer than 11.5" and smaller than 12" x 15". The smallest EDDM postcard size is generally 6.25" x 8.5" and the largest 12" x 15". Also, the postcard must be at least .0007" thick, which disqualifies paper-thin flyers. A huge plus with EDDM is that you don't need a mailing list. You simply choose which mail routes you want to canvas. To send an EDDM mailing, you'll need to mail to an entire mail route, which is usually at least 300 homes.

EDDM is EASY

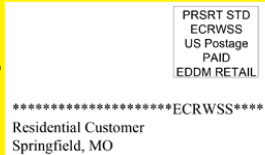
Design it.

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



The postage price per piece for EDDM can range from 14.5 to 16 cents. But keep in mind, the postcard must be within the sizes I gave above to get that special rate. Postcards smaller or larger, such as a 5.5" x 8.5", will get the saturation rate of 20 cents per postcard. Additionally, to do a saturation mailing outside of the EDDM size parameters, you will need a bulk mail permit.

Tips on Mailing to Clients

Typically, I recommend sending your entire client list a postcard or newsletter each month. Most often, a 5.5" x 8.5" postcard is ideal because it's large enough to include an article on one side to make it appear like a newsletter/postcard. Sending these to your clients can cost about 24 cents per piece for postage and as little as 4 cents per piece for full color, glossy printing. So for only 28 cents, you can keep in touch with your clients.

On occasion, or as you see fit, replace the client postcard with a tri-folded newsletter. This helps to keep things lively.

When using bulk mail, it's advised to place "Or Current Resident" under the intended recipient's name. Otherwise, the mail has a strong chance of not getting delivered. When you place "Or Current Resident" on the postcard, your mailing will get delivered to whoever is currently living at that address. Once per year, I recommend you purge your database by sending a 4" x 6" postcard via first class mail. The postage should only cost 33 cents per postcard. When mailing first class, don't use "Or Current Resident." This way, you'll get bad addresses returned to you at no extra cost and you can clean up your database.

Stamps don't need to be used if you are using bulk mail or EDDM. The insignia can be printed directly on your postcards. This alleviates the need for a stamp and saves labor. Additionally, you'll probably want to print your return address at the top of the postcard.



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.



Call 474-1133 now for an appointment!

Get FREE Cleaning or FREE Money

Your friends and family are thinking of spring 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!

Call us at 474-1133



1116 E. Olive Road
Pensacola, FL 32514

(850) 474-1133
www.CarpetCareTips.com

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Summer Cleaning Offers...

FREE Summer Offers!

FREE Recliner Cleaned or \$40 in FREE Deodorizer

Book any cleaning appointment and get a FREE recliner cleaned (\$45 value) or \$40 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, xxxxx.
Call 474-1133 now.



Get your carpet, tile, or rugs cleaned now and pick one of these FREE offers.

Offers expires 7/31/xx
Just call us to book any cleaning appointment and you'll get to take advantage. Appointments book up FAST, so hurry.

Send newsletters like this to your current clients or neighborhoods that you've already been repeatedly marketing to. In Hitman's Coaching Club, we can design this with your company logo and contact info. And then, print and mail this to your clients for as LITTLE AS 39 CENTS PER HOME.

4 Do-it-Yourself Pet Stain Removal Steps

1. Do it NOW. The longer you wait, the harder it will be to remove. It isn't always convenient to clean up a pet stain, but the problem will be greatly reduced the quicker you act. The stain could be permanent in just a few hours, especially with light colored carpet and rugs.

2. Use the right equipment. Use a small, hand-held carpet spotting machine or wet vacuum to extract urine, vomit, or feces. If you find the stain while still damp, you MUST extract the liquid BEFORE rinsing or using spot remover. Popular brands to look for are Bissel, Little Devil, and Little Green Machine. For wet vacuums, go to any hardware department and ask for wet vacs or shop vacs.

3. Use the right cleaning agent AFTER the liquid has been removed. Use a low residue spot remover if the stain is fresh or an enzyme spot remover if the stain has been in the fiber for more than a few hours. Call us and ask about two really good products we have available. Never use bleach. If you are using an enzyme, allow it to sit for at least 20 minutes or according to the label. An enzyme actually digests the bacteria associated with the odor in urine and works well for spots that have been in the carpet for more than a few hours.

See other side for special offers!



4. Rinse the spot with plain water and extract the water with your wet vacuum or carpet-spotting machine. This can be done by rinsing with water from your spot removal machine or simply pouring a glass of water on the area and extracting with your wet vacuum.

Then, call a professional for complete odor and stain removal!

Call us at 474-1133

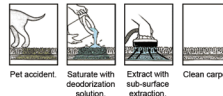


The Cure For the Common Pet Stain

1116 E. Olive Road
Pensacola, FL 32514



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See cleaning tips and videos:
www.CarpetCareTips.com

Call NOW for cleaning and get these specials!

⇨ **FREE Pet Stain Deep Odor Treatment**- treats carpet and padding. Limit one area (\$40 value)

⇨ **FREE 12 ounce bottle of "Home Pro Spotter"** with FREE refills (\$40 value)

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

WARNING

*Special offers expire May 31, 2013
Not valid with other offers!*

Send oversized postcards like this to your current clients or neighborhoods that you've already been repeatedly marketing to. In Hitman's Coaching Club, we can design this with your company logo and contact info. And then, print and mail this to your clients for as LITTLE AS 30 CENTS PER HOME.



Want help creating and mailing?

Get ready-made proven newsletters and postcards, have us do the graphic design and printing for you.

In my Advertising Coaching Club, I'll be giving you ready-to-use examples of each strategy and training on exactly how to get each one of these tactics working for you.

Get Easy, Turn-Key Client Newsletter and Postcard Mailing:

- You get **graphic design done for you** once each month. We put in your logo and company contact info on one of the templates.
- You get the best, quality printing at the lowest prices you can get anywhere. Prices as low as **3 cents per postcard**. Members are saving \$50, \$100, and some over \$300 per month off their printing bill.
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