

# The Cheap, Easy Way to Target any Neighborhood

By **HitMan**  
 **Ad**vertising

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# **“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 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 a brand new 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 entitled “The Cheap, Easy Way to Target Any Neighborhood.” 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 cents per mail piece**, you can.

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

**You can get killer EDDM postcards and training at:**

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

**Now, read on to hear more...**

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)

# What is this New Mail Campaign 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.

## 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.

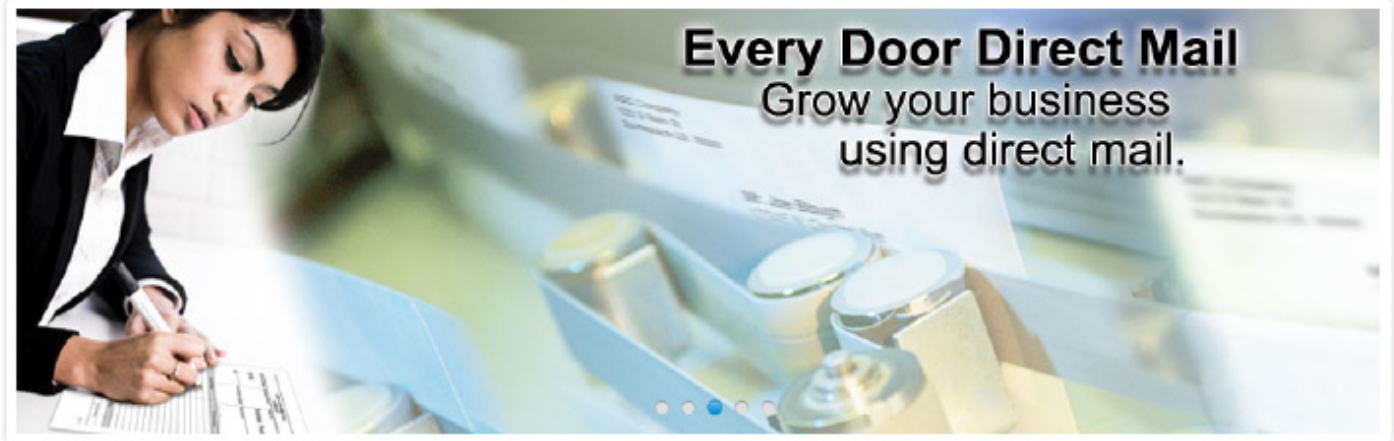
**You can be the “Neighborhood Service Company” without being physically located in or near their actual neighborhood.**

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.

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Welcome to the Every Door Direct Mail® Online Mapping Tool.



With Every Door Direct Mail service from the U.S. Postal Service®, reaching the market that matters most to your business has never been easier. Our online mapping tool helps you target mailing routes by neighborhood, ZIP Code™ or city around your business. Identify the number of active households and businesses in your selected area and estimate postage all in one place. The tool even generates and prints the appropriate documentation to take with your mailing to the Post Office®.

## 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 7). Stack the postcards in stacks of 100 and place a rubber band around each. Place an EDDM cover sheet on each stack. Then bring your mailpieces to the Post Office servicing the area where you are sending your mailing. That’s it!

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/coaching](http://www.Hitmanadvertising.com/coaching)



## 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 neighborhoods without an address list**
- **Mail for as little as 16 cents per house**
- **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.

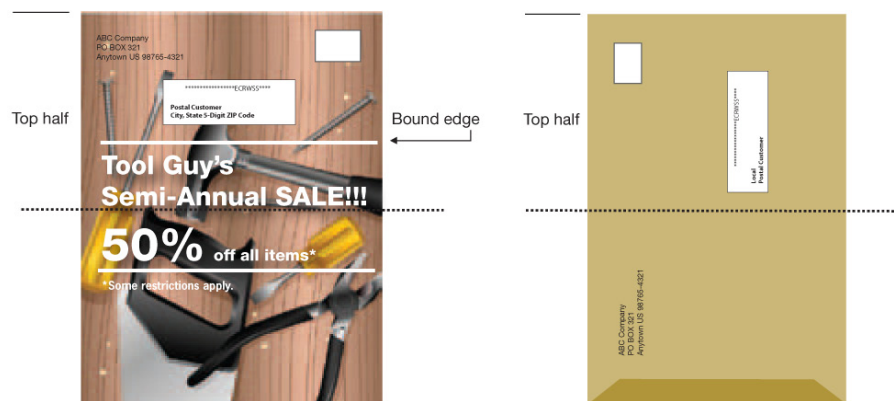
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# What are your mailing options?

For most small businesses, 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 each time.

Here are the requirements according to the USPS.



## Flat-sized 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

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.

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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.

See a demo of how EDDM works here...

<https://eddm.usps.com/eddm/demoEntry.cfm>

## What is the best advertising you can do?

1. Internet
2. Direct Mail

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.

PRSRT STD ECRWSS U.S. POSTAGE PAID EDDM RETAIL
--

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

### Acceptable EDDM Retail mailing label options.

For retail entry at a Post Office, use the address "Local Postal Customer" for all active deliveries (residential and business). As depicted in the examples below, all mailpieces must contain ECRWSS in the address area or within or below the permit indicia.

*****ECRWSS****  <b>Local Postal Customer</b>	*****ECRWSS****  <b>Residential Customer City, State 5-Digit ZIP Code</b>
*****ECRWSS****  <b>Postal Customer City, State 5-Digit ZIP Code</b>	*****ECRWSS****  <b>PO Box Holder City, State 5-Digit ZIP Code</b>

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## How do you get the most from EDDM?

With any advertising you do, choosing the best 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 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 amazing way to advertise.**

# Here are Some Samples of the Every Door Direct Mail Postcards You Can Get Instantly in the Advertising Coaching Club




Premium Carpet Care  
1116 Olive Road  
Pensacola, FL 32514

PRSR1 STD  
ECRWSS  
US Postage  
PAID  
EDDM RETAIL

\*\*\*\*\*ECRWSS\*\*\*\*  
Residential Customer  
Pensacola, FL 32514

## Summer Time Cleaning News




### Cleaning Special

**\$25 of FREE Deodorizer or Microban Disinfectant**

Call before August 15, 2012 and get \$25 in FREE Deodorizer or Microban Disinfectant. Not valid with other offers. Normal minimum charges apply.

You must present this coupon at the time of cleaning.

Call 474-1133 now.



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

**Thank You For Voting for Us!**

Once again, we've been voted by Pensacola News Journal readers as one of the best carpet cleaning companies in the Pensacola Bay area!

If you've experienced our services before, you know we do everything possible to provide our clients with top notch service.

## They are your carpet's worst enemy.



**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.

**Premium Carpet Care is your hero.**

**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**

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. And we can provide you with some of the lowest cost printing available. Get EDDM pieces like this printed for as little as 5 cents per HUGE postcard.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/coaching](http://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](http://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 to Remove Pet Odors and Stains

1116 E. Olive Road  
Pensacola, FL 32514

PRSRST STD  
ECRWSS  
US Postage  
PAID  
EDDM RETAIL

**Residential Customer  
Pensacola, FL**

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](http://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, or polypropylene rug can be cleaned at our shop at 1116 Olive Road.

**Hurry, offer expires 7/31/13 so call for a friendly estimate now!**

**474-1133**

**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!*

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.

# Large, Attention Getting Postcards that Get Killer Advertising Response



Premium Carpet Care  
1116 Olive Road  
Pensacola, FL 32514

PRSRT 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



**Area Rug Cleaning Shop**

Premium Carpet Care was the first certified full service rug cleaning shop in Pensacola. Rugs with any type of soil or odor problem can be cleaned.

Drop your rugs off at their cleaning facility at 1116 Olive Road or call 474-1133 for pick-up and delivery.

They are experienced in all **wool, silk, cotton, grass and synthetic** rugs. Hand washing, rinsing and dry cleaning is available for any delicate fabric.

**Get \$25 Off**

Summer special. Get \$25 off any cleaning if you call by June 30, 2012. Not valid with other offers. Normal minimum charges apply. You must mention this ad when booking your appointment. Call 474-1133 or visit [www.CarpetCareTips.com](http://www.CarpetCareTips.com)



Call for a FREE estimate 474-1133

This is an 8.5x11 postcard that has gotten as much as a 10-to-1 return on investment.

To get dozens more EDDM templates and other postcards to target specific neighborhoods, see the link below now.

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

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