



Ad of the Month Club Handout 12-17-09

The Slow Season Can Be Your "Busy" Season If You Do This...

Start thinking of what you need to do RIGHT NOW! Keep in mind where your most likely areas of getting business are.

For most everyone, they will be in the following:

1. Your current clients. These people are your gold mine. Even if you only have a few clients, mail to them and ask for referrals.
2. The internet. This is one of the cheapest and best places to reach educated, high-end homeowners looking for a quality cleaning company.
3. Your neighborhoods. If you've been marketing to a particular neighborhood through the year, now's the time to hit them with your best specials. And if you haven't been marketing to a neighborhood, now's the time to start.

Send to your clients

Let them know you're in your slow season. Use the "Times are tough" letter on the member page in this month's section. Or, send them a newsletter or even a postcard. Just send them something with an offer and you'll get some business.

From: John Braun
Owner/Premium Carpet Care 7:53 pm

"Sometimes When Times Are
Tough—You've Got to do Some
Pretty Drastic Things..."

Dear Premium Carpet Care Client and Friend:

I just got this VERY impulsive idea- I had to jump on it and print this note before I had a chance to give it to my typist and think it all out clearly. So before I change my mind—I want to make you this "UNBELIEVABLE OFFER."

Just in case you don't know me, I'm the owner of Premium Carpet Care located on Olive Road. Quite frankly- I think you're going to be interested in what I'm about to tell you.

I've only mailed a few hundred letters to preferred clients like you...

So I apologize for this handwritten note...but I have to get this off my chest ASAP!! In fact, right now I'm sitting in my home office while my kids periodically knock on my door and wonder when I'm coming out to read them their bedtime story.

Problem is...we're heading into the slow season for the cleaning business. We were SUPER busy the last couple months. But now, everybody has already cleaned up for the holidays. So this leaves me and my excellent cleaning technicians sitting around the shop twiddling our thumbs.

I'm worried because I love my cleaning techs, and you do too if you've had them in your home. They're a rare bunch that actually care about your home and take pride in how they clean. And after 17 years of being in business in Pensacola, we know things slow down in January.

At least take a look at the next page to see your TWO FREE gifts

You can help us keep our cleaning techs busy and get TWO FREE gifts with any cleaning. I REALLY don't want to lose any of my awesome cleaning techs. And I don't mind doing something extra special for my clients even if it means losing a few dollars of profit.

So I've got a deal for you that I've never made before. All you have to do is book any cleaning appointment between now and February 14th, and you get to

Use the Internet to Get Business

If you're slow, what better time is there to invest a few hours building up the optimization of your website? It's free. So I made a list of a few of the new social media sites you want to be listed on. Keep in mind, these are NOT only for you to be "social" online. These are for you to get a mention and get links coming to your site so Google sees your website is worthy or ranking highly.

You may want to use a Gmail or Yahoo email address that you don't check often for these accounts.

CAUTION: Don't let your profile appear like spam. Don't overstuff it with links or keywords. Just be natural about it.

Here's the new list:

<http://amiestreet.com>

Add keywords and your website link to your profile.

<http://www.avatarsunited.com>

Drop your URL in the shout out box.

<http://www.experienceproject.com>

Make a blog post and place your website link and keywords in the blog post.

<http://www.dailystrength.org>

You must click on "Create Link" icon to enable URL turning into links. Place your keywords and link in the Journal entry box and the Add Comment box.

<http://meetin.org>

Place your website link in the Edit Profile Questions box. Use the format `Your Keywords Here`

<http://www.jammerdirect.com>

Place your website link in the Hobbies, About Me, and Personal Interest text fields. Use the coding format above.

Watch the video on Google Local Business Results...(Coming Soon)

Give me suggestions for future videos to teach you Internet Marketing!

Market to your neighborhoods.

Honestly, Val-pak used to be a dirty word in my opinion. But with media shifting from newspaper, direct mail has HUGE opportunity. Val-pak can be delivered very inexpensively. I suggest you test it with an educational direct response ad.

Some suggestions:

- Don't let anything about your ad appear like the other val-pak ads
- Don't give a \$xx or xx% off. Instead, give them something like FREE deodorizer or 50% off the second service
- Do give some education content. Tell them how you can solve their problems
- Do use benefits. Sell the result of a clean area rug along with the process of how you deliver the result
- For crying out loud don't do 5 rooms of carpet cleaning for \$xx!

How to Care For Your Area Rugs

Can your fine area rugs last a lifetime? Vacuuming alone never removes all the dry soil. But now you'll have a soil-free rug with the new Rugbadger tool that gently vibrates all soil from your rug backing. See the picture at right.

Once your rug is thoroughly free of dry soil, the cleaning process is twice as effective. Next, your rug is safely cleaned by trained professionals who are experienced in all rug cleaning methods. They even take care of rugs with the worst pet odor problems.

Rest at ease. They're recommended by the finest carpet retailers in Pensacola.

Drop your rugs off at their rug cleaning studio at 1116 Olive Road or call for pickup. They're experienced with all types of wool, cotton, nylon, sisal, rayon, and silk rugs.

SPECIAL OFFER: Every 2nd rug cleaned is 50% off (expires 1/31/09)

Call 474-1133 or see videos of our system at www.CarpetCareTips.com



To get your FREE Blog...

Go to www.Godaddy.com and purchase your domain name

Then, tell them this important info verbatim:

"Forward the nameservers to sns1.websitewelcome.com and sns2.websitewelcome.com".

That's all you have to do. I'll take care of the rest.