

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.

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 12 years of being in business in Pensacola, we know things slow down in January.

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

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

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

choose TWO Gifts FREE (up to \$102 value).

With any cleaning before February 14, 2009 you get TWO FREE gifts of your choice. But you MUST mention this flyer when you call.

★ Choose TWO FREE Gifts:

- * FREE Car Mats Cleaned—limit 4 mats (\$30 value)
- * FREE Edge Cleaning to remove dark lines at baseboards (up to \$40 value)
- * FREE 50 Square Feet of Tile and Grout, Vinyl, or Hardwood Floor Cleaning (One area up to \$50 value)
- * FREE Area Rug Cleaned (up to 35 square feet or \$52 value)

THAT'S RIGHT!! You'll get any two services normally charged at \$70-102 for NO EXTRA CHARGE. All you need to do is book any cleaning job big or small.

This is truly the best special offer we'll make all year long. You won't see this repeated. So you have to call 474-1133 right now as our schedule will be packed once this letter goes out.

And we'll do just as good of a job as if you were paying full price. I'm not talking about a quick surface clean, but a genuine Premium Carpet Care clean. I know you probably already know the caliber of our cleaning service. We don't just send out an untrained minimum wage "worker" to clean your carpet. You get an experienced professional trained in specialty stain removal and the care of fine fabrics. So obviously you know how UNBELIEVABLE these FREE gifts are.

You can go to www.CarpetCareTips.com to see more about our services.

★ ((But These Two Gifts Aren't Good Enough For You!))
Here's More...))

PLUS, Get all these services for 50% Off:

- * 50% Off Automobile Carpet and Upholstery Cleaning (up to \$90 value)
- * 50% Off every Leather Furniture Cleaning
- * 50% Off Fabric Protection on Every Area Rug
- * 50% Off Fabric Protection on any Sofa, Chair, Recliner, or Love Seat

★ *If you didn't know, fabric protection GREATLY improves the long-term appearance of area rugs and upholstery. And our fabric protection rivals (we think it is better) than the "expensive" stuff you get when you buy a new furniture at a retail store.

PLUS...to get you to book an appointment right now, we'll also give you a 12 ounce bottle of our professional spot remover. And we'll even give you FREE refills for as long as you keep the bottle. This alone is valued at \$20.

I mean it, I want you to call us right now so I'm willing to give you these TWO gifts just for having us out to your home. Pick up the phone right now and call 474-1133. Tell us which two FREE Gifts you'd like and exactly what you want cleaned.

I'm giving you the first notice of this special offer and I want you to take advantage of it. You're our special client, so you get first dibs in getting the best appointment slots. Soon I'll be making this offer to a few other areas and then appointment times may be harder to get.

I URGE YOU TO NOT WAIT ANOTHER DAY!!!

Thanks for taking the time to read this handwritten and probably difficult to read letter. Quite frankly, my hand is cramping up and my kids have nearly beaten my door down, so I gotta go read them that story.

See you soon! Go to www.CarpetCareTips.com to see more about our services.

Until later,

John Braun

P.S. Don't forget, you not only get to choose one of TWO gifts with your cleaning, but you also get 50% off on FOUR additional services. You'll never get a better offer all year long.

P.P.S. Plus, you get a FREE bottle of spot remover. But to get all this, you have to book your appointment before February 14, 2009.

So call us right now at 474-1133.