



Ad of the Month Club Handout 10-22-09

Notes and news:

1. Order your Thanksgiving cards NOW!
2. Register for your blog (details at the end of this handout)
3. Post to your blog every week.
4. Google Adwords training.

Thanksgiving Newsletter/Postcard

This postcard is on the October member page. Plan on getting it printed by Overnightprints by the end of October. Mail them either Monday, November 2 or Monday, November 9.

Get 50% off postcards at Overnightprint by clicking the link in <http://hitmanadvertising.com/links.htm>

If you're new in business, do the same thing with your "neighborhood". Simply thank them for their business for the year and tell them you LOVE being their neighborhood cleaning company.

It's possible, I may offer an alternative version of the postcard.

Mailing to Clients and Prospects

Use bulk mail:

- When you mail to current clients who you know are correct addresses
- When you mail a postcard or self mailer (it's apparent it's business mail)

When NOT to use bulk mail:

- When you mail in an envelope
- When you want to check your list for incorrect addresses

How often should you mail clients?

I recommend once a month. NEVER wait more than two months.

How often do you mail to your “Neighborhood”?

Mail in a sequence. Start with a salesletter or larger package. Then mail once every two weeks. Mail another salesletter, mail a postcard, self mailer, etc.

See postcards in the member section at <http://www.hitmanadvertising.com/coachingclub/October2009.htm>

Google Adwords Training

I’m in the process of creating a system for Google Adwords. Ad Club members get the package FREE. I’m looking for what you need to know about how to use Adwords. Visit my blog at www.Advertisingblogg.com

Use Adwords to get more website traffic. And the great part about Adwords is you can turn it off when you get too busy. Consider trying the “Appointments Available Today” or “Same Day Appointments” headline.

For more Adwords training right now see <http://www.hitmanadvertising.com/internet2/Module4.htm>

Remember...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.

DO NOT WAIT! DO IT NOW!

The holidays are HERE.