



Ad of the Month Club Handout 10-8-09

We're coming up on one of the best opportunities for making money in the cleaning business. But it will only happen if you market yourself well.

Start with these Four Items Below and Plan NOW!

1. Send a newsletter or postcard to your current clients for Thanksgiving.
2. Use newspaper advertising. This is the BEST time of year.
3. Use Google Adwords. Turn off your campaign when you get too busy.
4. Contact those who refer you and ask for referrals this holiday.

Thanksgiving Newsletter/Postcard

This postcard will be ready next week. Plan on getting it printed by Overnightprints by the end of October. Mail them either Monday, November 2 or Monday, November 9.

In the postcard, thank your clients for their business. And give them some type of gift if you choose. Or, just wait until right at Christmas to give the gift.

IMPORTANT: Tell them to book their cleaning appointment early because you normally stay booked up.

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.

Newspaper Advertising

Now's the best time of the year to test newspaper. Use one of the ads in the member section that put a bit of a spin on holiday cleaning. Remember that newspaper is timely, so make your ad holiday driven.

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

Google Adwords

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 see <http://www.hitmanadvertising.com/internet2/Module4.htm>

Contact Your Referral Sources

Contact them and thank them for the referrals they’ve given you. You may want to bring a box of donuts or candy along with you if you go in person. Or, send them a restaurant gift certificate in the mail. You don’t need to give them something huge, just give them a little thanks to get their attention.

ASK FOR THE REFERRALS! This is very obvious, but it can be easily forgotten. Make sure you ask. Tell them that their clients are going to be looking for someone to maintain their floors before the holidays. And then tell them you’d love to be the person they recommend. Then ask, “Will you please refer us?”

There is a psychological trigger in asking this question. Make sure you ask!

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! START PLANNING RIGHT NOW!

The holidays are already upon us.

Any new ads that you doing, email to coach@hitmanadvertising.com and I’ll review them on our next coaching webinar.