

# 7 Step Guide

to Email



# Marketing for Cleaners

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



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## Introduction:

You're about to see one of the lowest cost methods of marketing that works.

It helps you **KEEP MORE** clients, **GET MORE** referrals, and **CLOSE MORE** new prospects. **All of the most successful cleaners I know do this.**

## PRINT THIS REPORT OUTRIGHT NOW!

This PDF report includes a step-by-step guide on how to effectively use email marketing in your cleaning biz.

### Want **TWO YEARS** of email newsletters written for you?

I just made a brand new course available that teaches all the ins and outs of using email marketing in a cleaning business. As a FREE bonus, I'm also giving you **TWO YEARS of content for your email newsletters.**

All the writing is done for you. You just copy and paste. I've made it as simple as possible for you.

To get the email training and TWO YEARS of email newsletters, sign up at

[www.Hitmanadvertising.com/emailmarketing.html](http://www.Hitmanadvertising.com/emailmarketing.html)

Or sign up for my Ad Club below and get access to the training and emails...

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

# Step #1: Know the Quick Basics

## Email Marketing

**Sign up.**  
Get an email service provider that suits your needs



**Collect emails.**  
Get client emails and set a sign up form to opt-in on your site

**Get \$25 Gift Certificate**

Email:

Simply enter your valid email address above to get a \$25 gift certificate toward cleaning, monthly cleaning specials and cleaning tips in our email newsletter.

We never sell or give your email address away. We HATE SPAM and we love our Pensacola neighbors.

**Set autoresponder**  
When a new user signs up, they get a series of emails on set days



**Send broadcasts**  
Emails sent to your entire list at one time are broadcasts. Send once every week or two



When you use email marketing, you ideally want to use software. Avoid using FREE software, because it comes at a price.

Mail Chimp, for example, offers a FREE version of their software. But the deliver ability is lacking and you can't set up robotic autoresponder email. I'll explain more later on what an autoresponder is. You'll want to use one.



Email newsletters should be sent to clients and prospects. But they are NOT a replacement for regular newsletters sent in the mail.

There are cloud based email marketing applications that are easy to use and cost as little as \$19 per month.

**HINT:** Using email software will give your clients a better experience with your email. Plus, it will make managing an email newsletter easier and more effective. I highly recommend using either Aweber or Constant Contact.

Aweber is highest recommendation because it's more versatile in the type of email and autoresponders you can use. Plus, in the long run, Aweber is cheaper than Aweber because Constant Contact charges you more when you send over 500 emails.

**Below are links for you to get one month FREE:**

**Constant Contact, \$20 - \$95 per month:**

<http://www.constantcontact.com/features/signup.jsp?pn=hitmanadvertising>

**Aweber, flat \$19 per month:**

<http://hitmanadvertising.aweber.com>

Subject: See how dirty this sofa was...



**This month's special offer:**  
**\$50 OFF! Any Cleaning over \$250**

\*Details and Restrictions: Not valid with any other offer or discount (except referral certificates, they are just like cash!) MUST mention this newsletter at the time of cleaning. Valid March 19th through March 30th.  
**Minimum Order \$250.00** (before discount). Residential Orders only.

### 7 Principles of Upholstery Cleaning

The IICRC (Institute of Inspection Cleaning & Restoration Certification) Upholstery Cleaning Standards Guide declares that there are seven important principles in effectively cleaning upholstery.

1. **Fabric Inspection:** A simple burn test, which involves taking a tiny swatch of the fabric, can reveal the fiber content. The flame, smoke and odor are identifying characteristics.
2. **Dye Testing:** A small amount of upholstery cleaner is applied to an inconspicuous area of the fabric and a towel is pressed to the fabric. This tests the stability of the dye.
3. **Dry Soil Removal:** In cleaning any textile, the first step is always to remove as much dry soil as



Attractive emails can be sent with most any email software.



## Step #2: Collect Email Addresses

Start collecting email addresses right now.

If your client or prospect gives you his or her email address, you are allowed to email them for at least the next two years.

Don't buy email addresses. You don't officially have the user's permission to email them.

I've talked with cleaners who have bought email lists and they've not had good success going the route of purchasing emails. Instead, get permission from the email address owner or get the email addresses of your clients.

### How do you collect email addresses?

- Create a **sign-up box** on your website <--Top recommendation
- **Ask clients and prospects** when speaking to them on the phone
- Put a **field for email addresses** on your company invoices
- Create an email newsletter **sign up link on Facebook**
- **Run a Facebook ad** that leads to your email sign-up page
- Create a link to your e-newsletter sign-up on **other social sites**
- Ask your client if they would like their **invoice sent over email**
- **Send a postcard** via snail mail that gives an freebie for signing up
- Hold a special giveaway that requires **registration by email**
- **Give incentives to employees** for collecting email addresses
- Put your e-newsletter **sign up link in every email** you send
- Let it be known that your **email subscribers get your best offers**



Join our Email Newsletter and get **\$25 Off** your next cleaning.

Get Your **FREE** Cleaning Newsletter

Email:

Privacy by  SafeSubscribe<sup>SM</sup>  
For Email Marketing you can trust

Plus, get our **FREE Report...7 Secrets to Keep Your Carpet Beautiful. You'll also be informed via email with exclusive internet only specials.**

Simply enter your valid email address above to get immediate access to this report!

Above is an email newsletter opt in box. You'll want something like this on your website. When a client or prospect fills out this form, they are automatically added to your email newsletter list and they get a pre-set series of emails called an autoresponder. There's no effort on your part.

**GET  
\$25 OFF**

when you sign up for the  
**Premium Carpet Care  
online newsletter\***

**GO TO  
www.CarpetClean.com**

Get \$25 OFF your next carpet, area rug, tile, or upholstery cleaning service. Simply go to our website above and get registered for our FREE e-newsletter. You'll be given a \$25 gift certificate to print out immediately.

No internet access? Call our office at 474-1133 and we'll instruct you on how to get your certificate.

Hurry! Get your FREE gift certificate before 7/30/08

Sign up online for our  
email newsletter and get

**\$25 OFF**  
your next cleaning\*

**GO TO  
www.CarpetClean.com**

Our emails are packed with:

- Valuable information on how to care for your flooring
- Exclusive offers only for online newsletter subscribers

Plus, we will NEVER rent, sell or disclose your email address to anyone else. We hate spam.

\*Offer valid only with new email subscriptions. Offer not valid in conjunction with any other offer.

1116 E. Olive Rd  
Pensacola, FL 32514



First Class Mail  
US Postage Paid  
Pensacola, FL  
Permit # 433

Sending a postcard to your clients with an incentive to sign up for your email newsletter will bring you more e-newsletter sign ups. In this case, the client is lead directly to our website that has an opt-in form so the client is automatically added to our email newsletter list.



# Step #3: Set An Automatic Email Series

Here I'll break down what an autoresponder message is about.

When a new email newsletter subscriber signs up, they can get a series of messages to receive. They receive these messages in a set amount of days.

For example, when they first sign up they get email #1. Two days later they get email #2. Four days after that, they get email #3. Etc. With Aweber you can program these for up to 999 emails. Constant Contact does these autoresponder messages too, but you're more limited in the amount.

The series is designed to remind your prospect to book a cleaning appointment. Additionally, you'll be building a more powerful brand for your company that people in your community will remember.

I recommend your **autoresponder messages be sent in text format**. Skip the pretty pictures here. Text emails are more likely to get delivered and since the autoresponder series is the first email they receive, text is safer.

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## Pensacola Cleaning Specials and Newsletter

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John Braun <clean@carpetcaretips.com>  
To: John <johnbraun7@gmail.com>

Thu, Apr 27, 2017 at 10:29 AM

Welcome to the Premium Carpet Care newsletter.

We love to educate you about cleaning. And we love to give you special offers since you're a part of our email newsletter.

If you didn't get the \$25 coupon yet, it's right here...

<http://www.carpetcaretips.com/coupon.pdf>

It's an Adobe PDF. If you have problems viewing it, just reply to this email.

You can use your coupon on any cleaning service we provide.

\*\*\*IMPORTANT\*\*\*

You'll be getting our email newsletter where you'll receive our BEST specials anywhere. See, we're not the cheapest cleaning company in town. If we were, we wouldn't be able to offer you a premium service with trained, professional cleaning techs.

But being a part of our email newsletter gives you our best specials possible.

As well, you'll be getting some great tips on how to keep your carpet, upholstery, area rugs, and tile beautiful.

So stay tuned...

Sincerely,

John Braun and the Premium Carpet Care Staff

P.S. Oh, and to get your report that gives 7 Secrets on How to Keep Your Carpet Beautiful, go to <http://carpetcaretips.com/conguide.htm>

Call us at 474-1133

[www.CarpetCareTips.com](http://www.CarpetCareTips.com) <-- Visit our website



## Step #4: Send Email Newsletters

These are the actual newsletters. Sometimes they are called broadcasts.

They are different from autosponders. While an autoresponder is sent based on the date the user signed up, an email newsletter is sent to everyone on your email list on the same day.

So email newsletters are timely. I recommend your content be based on seasons, holidays, your company, and things happening in your community.

### **Below is an idea list for your email newsletters:**

- Base it around a season (spring cleaning, fall, etc).
- Base it around a holiday (Christmas, July 4th, Valentine's Day, etc)
- Base it around events (back to school, severe weather, etc)
- Stories of your employees (certifications, new babies, etc)
- Stories of recent jobs (extraordinary commercial or restoration job)
- Stories of you (vacations, hobbies, etc)
- Stories of your family, kids, dog, etc
- Spot removal tips you personally have found effective
- Spotlight one of your services (tile, grout sealing, protection, etc)
- Spotlight one of the benefits of your service (fast drying, health, etc)

Your first thought may be that your clients don't want to read about you. But the biggest responses I've ever received from my newsletter have been when I've mentioned personal stuff going on in my life or in my company.



 **John Braun** clean@carpetcaretips.com via awebber.com  
to me



Email newsletters that are based on current events, holidays, and that give helpful tips will keep your readers interested.

Subject: Holiday Cleaning Specials- Few Appointments Left Before Christmas

Pensacola, FL- Appointments Still Available Before Christmas! Impress Your Holiday Guests With Clean Carpet, Floors, and Upholstery.

Get **FREE Cinnamon Deodorizer** and **Save \$25** on ANY Cleaning over \$150.

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### Pensacola Pets Gone Wild?

**John Braun** <clean@carpetcaretips.com>  
To: John <johnbraun7@gmail.com>

Wed, Apr 19,

Hitman Advertising, 1116 E. Olive Rd, Pensacola, FL 32514, USA

[Unsubscribe](#) | [Change Subscriber Options](#)



## Pet Stain Removal Tricks

### Expert Tips to Help Keep Your Carpet Fresh

There is one trick to removing pet stains that can save you tons of aggravation. It's pretty easy when you think about it. But most pet owners just don't get it.

Here's the **biggest mistake** you can make. When Fido has a little tinkle or when Killer makes a huge puddle, the first course of action should NOT be towels or paper towels. This only mashes the urine down into the padding. It makes the urine harder to get out. Sure, some of the urine is absorbed in the towel, but not nearly all of it.

The second biggest mistake is grabbing for the spotter bottle first. Think about what you are doing. If you have urine in your carpet and spray some spot remover on the urine, you now have a puddle of urine with spot remover in it. This does NOT equal clean. The spot remover doesn't make the urine evaporate. Sure, it may make it smell a little better, but the urine is still there and in a big way.

Here's an important concept you should know: Spot remover is made to remove what **left behind after you**



## Step #5: Use Great Subject Lines

Your #1 most important thing to consider is that you **MUST** do everything possible to get your email read!

Most emails go in junk mail or get deleted. Even if you follow these rules, over half of your emails will be deleted too. But don't let that discourage you! Email is still the cheapest way to communicate with clients and prospects. Do everything possible to get them read.

You send email for just one purpose. That purpose is to convince those who receive your email to act on it.

You want the recipients to buy what you are selling. You want them to click on the links you supplied, pick up the phone and make a cleaning appointment.

**Do NOT lose sight of your goal.** You want a cleaning appointment.

There are times when your email newsletter is there just to keep your company name in front of your client. But it's also used to sell cleaning jobs.

**First Goal: Get your email opened!**



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**Pensacola Pets Gone Wild?**

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**John Braun** <clean@carpetcaretips.com>  
To: John <johnbraun7@gmail.com>



The subject line is the determining factor of whether an email is opened and read or whether it is simply deleted unopened and unread. You must always consider the importance of your subject line when you send marketing emails to the members of your list.

Do NOT simply “throw in” your subject line. It should be well thought out and lead the reader into your email.

### **Magic Words in a Subject Line:**

- Can you help me?
- FREE gift
- Clean carpets and a \$25 special offer
- Your holiday guests will love this
- Take this quiz
- Atlanta, Pensacola, Marietta, etc (use your city name)
- Pensacola neighbor get the cleanest carpet
- Man from Pensacola doesn't have to replace his carpet
- The worst pet odor problem in Pensacola
- Email only offer
- This is almost gone
- You'll get the cleanest floors (carpet, rugs, etc)

\* Entice them to open the email without leading them astray with a irrelevant headline. That would get them to open your email, but also quickly leave your email list.

Do you remember the virus that went around through email several years ago? The subject line was, “I love you”. People couldn't resist opening it.



## Step #6: Ask for the Sale

Your email newsletter should NOT be a blatant sales pitch every time you send one. But nonetheless, do not forget to make subtle mentions of what you want your reader to do.

You'd be surprised how often I see this vital mentions missed.

### Make sure you regularly:

1. Include your **phone number**.
2. Include your **website address**.
3. **Inform** clients of current specials you may run.
4. Ask them to **forward your email** to a friend.
5. Mention your **referral program**.

#### **REFER US TO A FRIEND AND GET FREE CLEANING!**

All you need to do is forward this email to a friend, mention us on Facebook, or Tweet about us on Twitter and you can get FREE cleaning. For the entire amount any new client spends on cleaning, we'll give you 10% toward a future cleaning. Just tell you friend to mention your name when booking an appointment. And like always, we offer a 100% guarantee so your friend is sure to be happy.

FORWARD THIS EMAIL TO A FRIEND!  
Copyright Hitman Advertising 2010. Used by permission.

Including a portion about your referral program at the bottom of every email newsletter can help you get more referrals.



## Step #7: Be Consistent!

Since this is the cheapest form of advertising, you have NO EXCUSE.

Email your e-newsletter subscribers regularly. The biggest problems I've heard about is when a business collects email addresses, but doesn't start immediately mailing to their clients or prospects.

If you wait more than a couple of weeks, they may have forgotten about you or that they subscribed to your e-newsletter.

### How often should you send e-newsletters?

**Every 1 or 2 weeks.**

I've found that ever two weeks seems to be a sweet spot. It's not too often so you are annoying. But it's not so seldom that your subscribers forget you.

Don't let more than a couple of weeks go by without your beloved clients and hot prospects hearing from you.

Email marketing makes this **SUPER CHEAP** to do.

It doesn't get any better than this. Do it!



# Want email newsletters already written for you and ready to send?

I just created a NEW package where I'm giving you **TWO YEARS of email newsletter content**.

All the articles are written for you. You just plug your logo in and change your contact information...then copy and paste it into your email software.

And if you would like us to plug these into your email software, we can do that too for an extra fee.

All the writing is done for you. I've made it as simple as possible.

To get the email training and **TWO YEARS of email newsletters**, sign up at

[www.Hitmanadvertising.com/emailmarketing.html](http://www.Hitmanadvertising.com/emailmarketing.html)

Or sign up for my Ad Club below and get access to the training and emails...

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

## Thanks for reading!

## Let me know how you liked this report!

