



How to Gain Hot Prospects and Keep Loyal Clients... ...for a \$20 Monthly Investment

My Promise To You:

I'll show you exactly how to make more money in the cleaning business and cheap way of getting new clients and keeping existing clients... all while only spending \$20 per month.

Who is John Braun?

- Started my carpet cleaning business while in college.
- Earned a B.A. in Advertising.
- Tested email marketing for the past 15 years.
- Amazon best selling book, "Killer Advertising for Cleaning Businesses."
- Helped cleaners all over the world get more clients online.



Here's what email will do for you:

- You'll have the cheapest way of getting new clients and keeping existing clients.
- You NEVER have to worry about spending too much money to keep your clients.
- What else can you do with your advertising budget when you have budget to spare?

WARNING: What I'm about to show you is one of the cheapest ways to capture prospects and keep existing clients. But it by NO means should be the only marketing you do to keep your beloved clients. I HIGHLY RECOMMEND postcard and newsletter mailing to your clients...email marketing **does NOT replace** good mailers. Instead, email marketing is a perfect enhancement to your client mailing program.



June 2010

How to Identify Handmade Area Rugs

There are a few basics you should know about rugs. Once you understand how to identify what makes a rug valuable, you'll have a greater chance at purchasing a better rug.

Rug fibers usually consist of wool in most mid to upper end rugs. High-end rugs may also have silk. Synthetic fibers such as acrylic, polyester, nylon, and olefin (polypropylene) can be found in more economical rugs. Cotton, sea grass, and sisal rugs are often moderate rugs. Your most stain resistant rugs will contain synthetic fibers, but won't feel as soft and luxurious. All other natural fiber rugs are susceptible to staining if spots aren't cleaned immediately.

What do you look for in a rug? Quality of wool, type of dye, and knots. Simply because a rug is expensive, doesn't mean it has good dyes or is constructed well. Make sure you know what it is and shop around first. Above all, be extra cautious about purchasing a rug outside the United States.

The quality of a wool fiber depends largely on the type of dye used. Fine wool is vegetable dyed with fruits, roots, and plants. Cheaper wools and nylons can be dyed with synthetic dyes. A rug should always be tested for colorfastness by taking a damp white cloth and gently rubbing it into the fiber. If any color transfers on the cloth, the dyes are unstable. Also look closely at the fiber to check the integrity. Make sure it isn't unraveling. Very fine wool fibers can often look as soft as silk even to an experienced rug professional.

The construction of a rug is also a key factor. To determine if the rug is handmade, turn it upside down and look at the back. If you cannot see the pattern as clearly as on the face, the rug is not handmade. If the rug passes this first test, look at the fringe. The fringe should be an extension of the yarn inside the rug and should not look like it was sewn on.

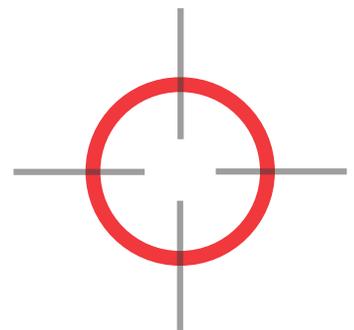


This is an example of a handmade rug. You can see how the fringe appears to be an extension of the yarns inside the rug and not sewn on fringe.

Sending a regular email newsletter just like this has gotten my company over \$2,500 in business with a single email. Of course, these results are after emailing our clients regularly and these results aren't always typical.

6 Killer Mistakes to Avoid With Email Marketing

1. Do not send emails from outlook or your own email software
2. Do not send emails solely for promotion.
3. Do not allow huge gaps of time when you don't mail them.
4. Do not fail to put an opt in on your website.
5. Do not forget to educate them and help them.
6. Do not leave out graphics, but remember every email doesn't have to be pretty.



Subject: See how dirty this sofa was...



March 2009

**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



How to collect email addresses:

NOTE: If you are sending emails, do it only if you have PERMISSION from the email address owner. It is illegal to send email to anyone who has NOT given you their email address. Do NOT purchase email addresses. This is considered spam and will only buy you headaches.

Use an opt in box on your website:

Join our Email Newsletter For Cleaning Tips and Monthly Specials

Get \$25 Gift Certificate

Email:

Submit

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.

Other ways to collect email addresses:

- Opt-in box on your website for web lurkers
- Special offer mentioned in snail mail newsletter for e-newsletter sign-up
- Opt-in box on website for current clients
- Over the phone when booking an appointment to email a confirmation
- When clients fill in an authorization, leave space for email address

Give them reasons to opt-in...

- FREE report
- FREE video
- Coupon for dollar amount off
- Coupon for FREE room of carpet cleaning

KISS PRINCIPLE: Keep the opting in simple. Only ask for their email address and possibly the first name.

What options do you have for your email newsletters?

1. You can send emails yourself. This is the free way to do it but NOT ideal. If you use Outlook, Gmail, or most others, you have the ability to send multiple broadcast emails. Usually you can send around 50 emails at one time. Any more than 50 may put your email at risk for getting red flagged for sending spam. The downfall is that you can't provide an automatic sign-up form on your website and users don't have a way to automatically get off your newsletter list. And of course, there are no auto-responder messages that can be sent automatically. This is my least recommended option.

2. FREE email services like www.mailchimp.com and www.benchmarkemail.com offer free email broadcast services. As you may expect, these services are limited and their goal is to upgrade you to a paid status. Some have the ability to place a sign up form on your website for automatic sign up. However, many of the free services have a high rate of emails getting undelivered. Also, ads are often present in the emails and none of them allow auto-responder messages to be sent.

3. Paid email services like www.aweber.com , www.icontact.com and www.constantcontact.com offer broadcast email services. Their rate of deliverability is usually higher than the free options. As well, these paid services allow for auto-responder messages to be sent automatically when a user signs up for your e-newsletter. Check with the individual provider because the specifics vary. For example, Aweber allows for unlimited auto-responder messages, while Icontact only allows for six messages. If you plan on using auto-responder messages (I would if I were you), check around before you sign up for a service.

FREE Email Marketing: Yes, you can use your own email address for very small mailings under around 100 for FREE.

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

Fresh Clean Carpet and Floors for the Holidays
John Braun <clean@carpetcaretips.com> (sent by premiumcarpet@aweber.com)
To: John Braun <john@hitmanadvertising.com>



Re: Fresh Clean Carpet and Floors for the Holidays
From: Premium Carpet Care

Why is holiday Cleaning so Important? You've been cooped up all winter. The stale air and wet winter muck settled into your floors and furniture. We can help.

Carpet Cleaning

Your carpet is extracted with hot water to kill bacteria and germs. The dirty water is vacuumed into a holding tank in our van with a powerful van mounted machine.

Area Rug Cleaning

Your rugs are cleaned in your home or at our facility where you'll get the cleanest rugs possible. We're experienced in cleaning ALL nylon, polyester, wool, silk, cotton, and other fibered rugs.

Tile and Grout Floor Cleaning

Your floors are rinsed with high pressured, hot water. The dirty water is extracted in a tank in our van leaving your floors sparkling clean. We can even dye your grout if needed.

Upholstery Cleaning

Your upholstered furniture is safely cleaned with a low moisture process that gently and safely rinses your fibers to leave them fresh and clean.

FREE Gift: Get \$50 in FREE Area Rug Cleaning with ANY in-home cleaning purchase. Have any carpet, tile, or upholstery cleaned and get \$50 in FREE Area Rug Cleaning.

13 Ideas For Profitable Email Marketing

- 1. Use Email Marketing to Build Permission-Based Lists.** Prospects who give you permission to market to them are more likely to actually use your service.
- 2. Use a Reputable Email Delivery Service.** Using a true email delivery system will get more of your emails delivered. As well, you'll look more professional and be abiding by the laws of email marketing. (Examples: Constant Contact, Aweber, Zookoda, Hitman's New Email Autoresponder)
- 3. Give Web Visitors Reasons to Opt In.** You must offer some sort of premium to entice visitors to give up their name and email address.
- 4. Avoid Spam Complaints With Consistent Mailings.** Surprising as it sounds, mailing more often can reduce spam complaints. Mail at least once every other week.
- 5. Autoresponders Can Be Used as Robotic Sales Agents.** A sequence of contacts is a powerful way of delivering your sales message. Set your messages up so they are delivered in automatic daily sequence.
- 6. Ask for the Sale in Every Email.** Give valuable content your prospects want to read, but DO NOT forget to ask for the sale.
- 7. Use Subject Lines that Pull the Reader In.** Write your subject lines so they are Personal and arouse Curiosity.
- 8. Start Each Email With Undeniable, Confirmed Truth.** For instance, you may start with the date. Make them say, "Oh yes, this is true."
- 9. Avoid making your email look like an ad.**
- 10. Send Short Emails That Creates Curiosity.** The response you're after is to get the email respondent to click the link to visit your site.
- 11. Send Emails as Plain Text.** Plain text emails are delivered more often and seen as more personal.
- 12. Always Honor Unsubscribe Requests.** Avoid needless headaches. An automatic email system like Constant Contact does this for you automatically.
- 13. Unsubscribes will come.** People will unsubscribe. Some will even complain they never subscribed to begin with. Only half of your emails may get delivered. Nonetheless, email marketing is one of the most lucrative forms of advertising you can do.

Action Item: Get a Constant Contact account at <http://www.constantcontact.com/features/signup.jsp?pn=hitmanadvertising> (this link gives you a 60 day FREE trial). Then, create an opt-in box for your