

Carpet Cleaner's Book of Unlimited Success!

**Over
400 WAYS
to Get More
Jobs and
Make More
Money on
Every Job!**

**More than 50
Successful
Authors
Share Their
Secrets,
Tactics and
Techniques**

SAMPLE

With Steven A. LaVelle

Just want to order? [Click here.](#)

“Give them something, let them see how valuable it is, and then they will buy,” that is what Jeff Cross, executive editor of *Cleanfax*, said. So we closed our eyes and let our fingers fall on random chapters in the “Carpet Cleaner’s Book of Unlimited Success.” Then we cut and pasted them together for you!

Enjoy! Read these precious few pages and if you aren’t convinced that just this handful of examples can help you earn serious money, then please accept these ideas as our gift. But if you are a serious carpet cleaning professional, and are tired of the competition nibbling away at your profits. If you are ready to leave them so far in the dust that they will be scrambling for years to catch up, you will read this little ebook, then will know exactly how much worth the real book has in store for you.

When you see just how powerful these ideas are, you will want your own, complete copy of, “Carpet Cleaner’s Book of Unlimited Success!”

Here is one of the earlier chapters.

It offers only one money making idea – there are over 400 more!

Mike West has the earliest, still active, IICRC Registration in existence -- #103. He has served the Institute of Inspection Cleaning and Restoration Certification (IICRC) as President, and has been an Approved Instructor for over 30 years.

Mike asks the question, “What can we do to get us through the rainy season?” (when customers often cancel appointments).

His answer is so brilliant, yet so simple you will wonder why somebody didn’t think of it *before* (well, *he* did – years ago)! (Editor)

Marketing in the Rain By Mike West

Rain fall will vary with your geographical location. Some have rain seasonally, some almost daily. One of the more perplexing problems for residential cleaners is the drop off in cleaning during the rainy season or in particular on rainy days. Waking up to rain always brings the fear that the first phone rings of the day will be cancellations.

An old timer told me how he handled this and we used it as well. When the scheduled customer states the need to reschedule due to rain, he replied, “Oh, I’m so sorry to hear about the accident, was anybody hurt?” The customer of course says, “What accident?” He then replied, “Well I’m assuming that your roof has developed a huge leak due to caving in or a falling tree.”

The customer then replies, "Oh its nothing like that, it is raining and that makes it difficult to clean, slow to dry and mud gets tracked in." The old timer then went on to explain that unless it was raining inside the house that the technicians would be using walk-off mats and extra precautions and air movers on rainy days and made sure they had the extra time to do the very best job and certainly did not want to be sent home without work due to a cancellation. It was a 50/50 proposition from there, but he was very persuasive guy so he saved a lot of jobs, and so did we except we had more to offer.

While the old timer's technique is useful, it would have been even better if he had a powerful additional tool to reassure the customer. Even better, how about an offer that would allow his, or your company to actively market a specialty service during the rainy season to the consternation of your competitors? What if you were offering "FREE RAIN INSURANCE" during the rainy season whether it was raining or not on the day of service?

For those familiar with the type of marketing I prefer, it involves creating in a "suspect", a potential cleaning customer, the need to call my company now! As you can see from the title of the offer, I've combined the most powerful marketing word FREE with two words that intrigue customers and perplex competitors. I don't ever give away the detail in any public advertising, but the mere words "FREE RAIN INSURANCE" are enough to cause the phones to ring causing "suspects" to instantly become "prospects"

In the ad I would have my usual promotion which **never** includes pricing. It is another offer which causes the customer to call our company to get the details. I won't cover it here but it will also have an expiration date within two weeks of running which is marched along with the ad placements. This gives the potential customer a reason to call immediately.

To this ad I would add the words, FREE RAIN INSURANCE during the time of year when there is a slack off in business due to the wet weather. In my part of the country that would be in the late winter/spring period, February through April. January is Christmas/Holiday clean-up, but the doldrums hit in February and then the federally mandated recession known as "tax time" which eventually is relieved with either Easter or Spring cleaning.

Rain usually accompanies this time frame so we need to encourage consumers to begin cleaning earlier to take advantage of our offer. While Spring Cleaning often starts just before Easter, the date bounces around and you have to be flexible. February and March always are good and if it looks like a rainy April you can always extend the offer.

Here is how it works. On the phone, again to intrigue the customer and not give away the exact details if we are being shopped by a competitor, we say the following. "Rain Insurance is exactly what is says, if it rains during or any time after your carpets are cleaned, we will return and re-clean and re-protect their carpets after the rainy season for a nominal co-payment. That way if you your clean now and they re-soil whether from rain or any other cause we will come back and re-clean so that they will look like they did after the first cleaning and if you had carpet protector, we will reapply it at no additional charge."

No complete details yet, but we offer free estimates or an "estimate and clean" by the cleaning crew which includes an evaluation of their cleaning issues as well as our exclusive written Warranty and a written copy of the complete Rain Insurance Policy. The "prospect" has now become a "customer".

The RAIN INSURANCE is really quite simple. It states that if it is raining during the cleaning or if it rains any time through June 30th, we will return and re-clean all of the traffic areas up to 4 feet wide in the areas cleaned for a \$40 co-pay. Almost everyone is familiar with the \$40 co-pay at medical offices and it is less than half of our normal cleaning minimum, so no one really objects. The next key, since the cleaning will only take 30 minutes or less, is to have additional specials for the technician to offer while they are there.

Upholstery cleaning, area rug cleaning or other services are easy while they are there and set-up. It is a great deal for the customer and turns them from a "customer" into a "client" and then hopefully, as Steve Toburen would say, into a "cheerleader"!

Here is a sample of a RAIN INSURANCE POLICY...

CLEAN CARE, Inc.

RAIN INSURANCE POLICY

In recognition of the fact that it is raining or will rain between now and June 30, and that you are having your carpets cleaned during the Winter/Spring Rainy Season, and furthermore that during the Rainy Season it is possible and even likely that you will track in soil that otherwise not adhere to your carpet creating a soiled look in your traffic lanes, Clean Care is issuing this Rain Insurance Policy to assure that your carpets can look, be and stay clean when the rains stop.

Clean Care will re-clean the traffic/open areas up to 4 feet wide in all areas previously cleaned any time between the date of your initial cleaning and June, 30th for a co-payment of \$40.00 (less than 50% of our normal minimum price). In addition, if you had carpet protector applied during your prior cleaning, Clean Care will apply reinforcing protector at no additional charge!

Qualified Customer _____

Phone _____ email _____

Date of Qualified Cleaning _____

Signed by Certified Cleaning Technician _____

(Clean Care address and contact information and additional services offered)

Early in June you should contact all of those who received a RAIN INSURANCE POLICY and remind them of their opportunity to have their carpets re-cleaned and mention that there will be additional specials as well. If possible schedule them right then for their service and any specials to make your cleaning crews job that much easier. The rainy season has just become your new best friend, in June.

Also, remember that we are all creatures of habit, once you get a client in the habit of cleaning early, they'll stick to it and you'll be busy year round. If you don't believe it just watch the dates when prior customer's schedule. It will always be around the same time they did it last time. This should be your clue to always follow-up with previous customers around their prior cleaning date if they haven't already scheduled. They'll be pleasantly surprised how prescient you are!

Now that was an easy idea! Easy to learn, easy to use and easy on the pocket book! No negotiation, no lowering of prices, no cancelled appointments. Wouldn't it be great if we could come up with a few more ideas like that? Get comfortable – we're just getting started! And don't forget, "Carpet Cleaner's Book of Unlimited Success" promises 400 money making ideas – here is another one...

How would you like a sales letter that netted you 32:1 ROI!? Ron Anspach wrote one and he even got an award for it! He also made a lot of money ...

Rob has a new (his third!) book coming out next month. The sub-title is "How Two Carpet Cleaners Consistently Beat Web Designers On the Search Engines," but when he wrote for us, he focus wasn't on website building tips – it was about learning lessons from the school of hard knocks. At one point **his competitors actually convinced his main source of advertising space not to accept his ads anymore!**

Thank goodness! Because it forced him to come up with some ideas that absolutely clobbered them – now he is going to share them with you. And by the way, this is only a part of what he wrote for us – you will have to get a copy of "Carpet Cleaner's Book of Unlimited Success!" to read the rest...

Trust Based Selling

By Rob Anspach

When I first started in business, I had no clue how to market and relied on others to design ads and marketing materials. And for three years all I did was give money away to ad reps who designed ads that never compelled anyone (well, except those without money) to call me. So, I took matters into my own hands and started creating my own ads.

Back then I did a lot of Clipper Magazine and newspapers coupons, which generated good responses (using “trust based selling”). My ads offered a free room of cleaning – I called it my, “Try before you buy,” policy. There was no pressure, no hard sell, no guilt – it was just plain old kindness and generosity. All I needed was a chance to show what I could do.

And a lot of my competitors laughed at me, taunted me and made fun of me -- that is when I got mad. I wondered what I could do to really “get their goat.” I could lower my prices and undercut them at every turn, but everybody was doing that. So, I went the opposite direction. I raised my prices to 30% more than theirs!

They thought that was hilarious – until they heard the customers saying, “We don’t want those cut rate fellows, they have never done a good job -- we want a legitimate company that is willing to give us a free room to show how good they are and then charge a fair rate.” All the other guys had gone in with their aggressive “up-sells,” and I didn’t push the customers at all!

The homeowners (who had experienced the other guys and heard their sales pitches) were now asking me, “Well can you put on some of that carpet protector?” and I said, “Sure!” and they asked, “Do you clean upholstery?” and I answered, “You bet!” and explained the extra benefits and prices, but never, never pushed them – I gave them what they wanted. I gave them what they needed. But I never gave them what I wanted them to have. They saw me as a skilled neighbor who would take care of them – that is what trust generates.

As I mentioned, I was using Clipper Coupons (now called, “Clipper Magazine,”) and the head of the ads department refused my next ad placement. He explained that my competitors claimed my “free room” ads gave me an unfair advantage and that they could not compete against that.

I responded that it was my competitive advantage, just like any other that they used. The Clipper people made it plain that their other carpet cleaners were going to stop advertising with them and that would lose them money – so I was out.

And that was when I realized my service wasn’t designed for everybody anyway, and as much I wanted to help, there were certain customers that didn’t make a good fit. Instead of blasting my ads out to everyone (apartment complexes, low end price hunters, distressed neighborhoods), I focused on getting my message directly to a precise customer that valued my services and was willing to pay my prices.

I wanted people who had money, and valued excellence.

Recently, I read a blog where a carpet cleaner wrote that he had been speaking with a woman who tried to “low ball” him and he thanked her, but politely refused and went home empty handed. When he arrived, his wife told him that they needed groceries and had no money to purchase them.

So, he went back and told the low-ball lady he would take the job after all. It was humiliating for him, but he needed to feed his family. At the end of the job, the lady gave

him his check from which she had deducted another \$30. When he asked why, she said, “To repay me for wasting my time.”

That sort of thing can break one’s spirit and I can’t stand it! So even though my consulting fees are now priced out of the budget for most carpet cleaning professionals, I don’t want that to ever happen to you – so I’m going to give you a couple of free ideas right now and I’m going to direct you to some of my free articles over at Cleanfax.

Every once in a while I’ll teach a class for Jeff Cross’ Totally Booked University, and other companies and would you like to know what I tell them? How to make money!

For example, do you know about churches? They have money and they aren’t afraid to spend it – provided you do an exceptional job. My average church job brought in between \$1500 to \$3000 twice a year. So let’s say we average out at \$5000 total per church per year.

If you do just 20 churches per year, you have just earned \$100,000 – no kidding! Take a look at the numbers again. So if you are a lazy carpet cleaner and still want a six figure income, go get churches!

What I did was to pay about \$75 for a list of all the churches in my area and I sent out 250 mailings one month and then 250 mailings the next month – the whole thing paid for itself on the very first job – plus, what about all those who attend the church? The members of the ladies auxiliary cleaning group? The wedding parties to whom the church administrators recommend you for a quick cleanup? The people who read the church bulletin in which you placed an ad (perhaps with the line that says you are the church’s choice for carpet cleaning)?

You won’t find anyone deducting \$30 from your check with those folks.

I made a lot of mistakes before I started coming up with ideas like these.

Do you remember that old story about, “How to catch a monkey?” Well, you put a bunch of figs in a narrow-necked, heavy jar. The monkey reaches in easily and grabs a bunch of figs, but he can’t get his hand out because it is too thick to get past the narrow neck of the jar. As long as he is holding on to all the figs, he is stuck. If he would let go and take just one fig, he would be fine – but monkeys want it all. So after dragging the heavy jar around until he was too exhausted to run, he is easily caught.

Back in my “empire building days,” that was me. None of my companies were making any money and I was living on credit cards. But when I decided to focus on our core services (carpet, area rug, upholstery & mattress cleaning) we were able to make money and keep our clients happy – I let the other companies go.

The new sales letter I created was in effect a “reactivation” letter, designed to bring back clients who hadn’t used our service in over 4 years. It was written to build trust and not to be a typical sales letter. It was more of a conversation between me and the reader, which made it personal and believable.

The response was unbelievable! You see, I only mailed the letter to around 200 people that hadn't used our services in over 4 years. These were clients who had spent some money with us in the past, but for some reason or another hadn't called in a while.

The letters cost less than \$200 to print & mail. Within 48 hours of mailing the letter, we booked 3 jobs totaling over \$1700, and throughout the month the calls kept coming in. Within 30 days, that letter produced a 32 to 1 ROI (Return on Investment.)

The secret? That letter and everything else I did to market my company to a phenomenally successful level during that period, was founded on "Trust Based Selling." The letter was just a conversation between two reasonable people – me and the person who received it. I wasn't trying to "sell" them anything. Just re-establishing trust.

I eliminated all phone book ads about seven years earlier and hadn't done radio in over a decade. 80% of new and repeat business was generated through direct mail (newsletters, postcards, reminders, reactivation letters & thank you's) and the other 20% was generated online through our website and social media.

Here is a freebie for you:

Free Cleaning Offer! *an \$85 value*

Your Choice!

Free Room of Carpet Cleaning (up to 120 square feet)

Or

Free Recliner Cleaning (standard size)

Or

Free Mattress Cleaning (up to double/full size)

Offers expire **04/15/2013**

CALL TODAY! 842-2015

Premiere Carpet Cleaners

We also clean area rugs & fine leather upholstery!

Hi, I'm Rob Anspach the owner of Premiere Carpet Cleaners, and I've been serving the fine folks of Lancaster County since 1995. I've learned a few things over the years...(1) offer the best service possible, (2) guarantee that service without question and (3) always be willing to go the extra mile. Sometimes going the extra mile means doing things differently. That being said...take a look at my free offers. No, I'm not crazy. You see it's my way of showing you how we clean...kind of a "Try before you Buy". I'm willing to give you your choice of a free cleaning and if you like our service, which I hope you do, you'll hopefully have us back time and time again. But, don't worry, there is no obligation to buy more, the free cleaning is my gift. To learn more about what we do and how we can help you, visit us at www.Premierecarpetcleaners.com

"The carpets look great! Probably the best job I remember ever seeing done on anyone's carpeting. Thanks again for a great job!" -Lois Bishop, The North Group, Lancaster

"Everything looks great! You did a fantastic job bringing some life back to the carpet. I know I didn't give you much to work with, but I think the end result exceeds the expectations I had. Thanks for your prompt attention." - Peter Barber, Two Dudes Paintline, Lancaster

****New Clients Only****
Offers valid to owner-occupied homeowners in Lancaster County only. One offer per household. Not valid for rental properties. May not be combined with other offers.

I used this ad to reach out to upscale neighborhoods. If you can magnify it a little, you will see in the lower right hand corner that I restricted the offer to "owner-occupied homeowners" and not rental properties. Rich people like proof just like anybody else and even if they don't have carpets, they do have mattresses, rugs, and recliner chairs -
- I cleaned a recliner for one lady and she loved what I did, then when I packed up to

leave she asked, “That is it? You aren’t going to try to sell me anything? And I said “No ma’am, I’m all done.” She actually started openly crying – she had never had someone in my profession (or any profession) keep his word the way I had.

By the time we returned to the office, she had called with an order to clean \$500 worth of area rugs...

There is more to Rob’s chapter of course, and if you want to see what other ideas he has, be sure to get your copy of “Carpet Cleaner’s Book of Unlimited Success!” It actually has over 400 money-making ideas from 50 of the leaders in the field! You just picked up 2 or 3 of them – how would you like about 398 more?

Mark Kennedy (the author who wrote, the insightful, “Secrets of the Carpet Cleaning Super-Giants: Mark Kennedy’s Proven System: Created for, And Used By, The Largest And Most Successful Carpet Cleaners On The Planet!) let us “lift” a chapter from his book. In it he gave us 5 ways to get customers to buy from you quickly and easily. What follows is just one of his ideas.

We like this one because it offers a clever way of ramping up your sales presentation without the client feeling the least bit uneasy. (Editor)

The Psychology Behind The System

By Mark Kennedy

Strategic Comparison– People think by making comparisons.

It’s how we all make sense of the world. What’s interesting is that we can’t stop doing this... It’s the way our minds are wired.

This is useful for sales because what it really means is that you can control the perception of something if you can control the things that it gets compared to.

If you show someone the most expensive item in a store, and then let them buy whatever they choose, they will buy more, for a higher price, than if you show them the cheapest items in a store and then let them choose.

The people have the same amount of money, that hasn’t changed. What’s changed is what they are comparing the item that they finally bought to.

This is common practice in the real estate profession.

The agent will often show the customer an overpriced home that is dirty and doesn't show well... and then show them a clean, well-priced home that meets the customer's needs.

If the real estate agent had shown the nice home first, the customer probably would have wanted to look around... but after seeing the trashed, overpriced home... the customers can't wait to buy!

So, this principle says that if I sell something, (let's say I sell widgets and I have several different models, ranging in price from \$100 to \$1,000) I'd be far better off showing my customers the \$1,000 widgets first... and then letting them buy whatever they want... as opposed to showing them the \$100 widgets and then trying to up-sell them.

In one study that was done by a university, the average sale price nearly doubled as a result of this! So the effect is not small... in fact it's huge!

So this works, and it's powerful.

Now let's think about this...

How do most people sell carpet cleaning?

Most times, they start off by advertising the lowest price they possibly can to get people to call. (In other words, they show them the \$100 widget!)

Even if they don't advertise that way, the conversation generally goes something like this:

Carpet cleaner – "It will be \$140 to clean the carpet... But we also have this really great protector that will help keep your carpet cleaner and make it last longer, and it's an additional \$70.

We also have a deodorizer that we can apply for an additional \$40... What do you think?"

Customer – "I think I'll just take the cleaning."

Do you see what the carpet cleaner did? He started at the bottom and tried to work up.

So what that means is that after he put the initial price of \$140 out there, every price from then on was perceived as being high by comparison!

Because it was!

Now look at another way we could do it—Carpet cleaner – "It will be \$250 to clean your carpet...

That includes this really great protector that will help keep your carpet cleaner and make it last longer, and it also includes a deodorizer.

The cleaning and the protector without the deodorizer would be \$210...

And the cleaning by itself would be \$140.

What do you think?"

Customer – "I think I'll take the cleaning and the protector for \$210."

The principle is that we always want to give a high price first and work down, as opposed to giving a low price first and trying to work up.

The high price makes all our other prices seems cheaper by comparison.

The low price makes all our other prices seem higher by comparison.

This is a simple way that we can alter the customer's perception of what we're offering, just by slightly changing the way that we present things.

We can also give them something else that's expensive to compare the price to. For instance, what if we compared the cost of cleaning the carpet to the cost of replacement?

How You Can Use It-

Start off by offering your highest priced options first and give them less expensive options after that.

Mark Kennedy gave us 4 more ways to persuade and influence your customers to buy from you (you just read one of five)! And they are all in "Carpet Cleaner's Book of Unlimited Success." The great thing about that book is that if you tried out just one money-making technique each day, you would have over a year's worth of powerhouse strategies to bring serious income to you, your family and your company.

Tiffany Pluciennik is the "real deal." She is actually on the front lines of carpet cleaning virtually every day! She co-owns a carpet cleaning company in California. When she tells you that a marketing technique works, you can believe her – because she has already used it to help make her own company successful! In fact her ideas have proven so effective that lots of other carpet cleaning companies are hiring her to help make them successful too! (Editor)

FREE Marketing Headlines that Sell!

By Tiffany Pluciennik

First I have to say thank you to all those repeated & blinking advertisements found everywhere on the internet. You made the job of grabbing someone's attention ten times harder! But that is okay, because when it comes to my carpet cleaning business I have the fire in my belly and I will succeed. With that said how do you go about driving people to call you, text you, or go to your web site? I mean what is the driving force to getting more clients to "see" your business?

For me our main driving force is different headlines found throughout the internet (Google, Facebook, and yes even Craigslist). I may have lost a little credit by mentioning Craigslist but Craigslist is Free and it doesn't hurt to test a theory out with **FREE**.

What you need is an eye-catching Headline. What is a headline? Just look at the top of my chapter, **"FREE Marketing Headlines that Sell."** Now imagine how many readers looked at the table of contents and skipped to this chapter. I rest my case.

In the beginning, I did a number of searches with "Carpet Cleaning Headlines that Sell" or "Eye Catching Carpet Cleaning Headlines" only to come up very short. Matter of a fact the internet is filled with "How to Write an Eye Catching Headline," but nobody has done the work for me and written "Carpet Cleaning Headlines that work!"

Remember that fire in the belly I mention earlier? It began burning bright and hot. If there wasn't anything out there, then I would help out my fellow carpet cleaners (and my business of course) and test out a couple of my own.

As an owner of a carpet cleaning company and someone who does her own designs for postcards and websites I am always looking for new ideas. One common mistake I see businesses make (and I am guilty of this as well), is using the business name as a header. **Your business name is not a header!**

Personally I like to use Open Ended Questions as a headline and gear it towards the clientele I am targeting for that postcard. What is an open ended question? Short answer, "...it makes you think before you answer." You shouldn't be able to answer "no" or "yes." "Got Dirty Carpet?" is an example of a close ended question. A person can answer "no" or "yes" and move on.

You can use close ended questions if you answer them. For example:

- *Paying too Much for Carpet cleaning?*

Here's how to Get Quality Carpet Cleaning Service with Faster Dry Times – for Less!

Open Ended Questions

- *How Fresh Does Your Carpet Smell?*
- *How Clean are the Carpets in Your Home?*
- *What Would it mean to your Family to have Cleaner Fresher Carpets?*
- *How Clean are the Carpets in Your Home?*
- *What Would it mean to your Family to have Cleaner Fresher Carpets?*

Emotional Headlines

You can also use emotional headlines, but I must warn you on this. Try to steer away from using too many negative headlines. You don't want to become the company that is always known to be negative.

Look around Your Home, Are You Ashamed of Your Carpets? This is a good example of a negative close ended question. The response you're looking for is an ass kicking (Trigger) to get them to do something about their dirty carpet.

Ass Kicking Words – Also known as Trigger Words in a Headlines

- *10 Secrets to Hiring a....*
- *FREE Consumers Guide....*
- *10 Great Secrets to getting Cleaner Carpets*
- *Tests Show the Importance*
- *85% of Consumers Don't...*

Another big mistake I see a lot is using ALL CAPS WHEN WRITING YOUR HEADLINE. We as a community have grown numb of the use of all caps.

- *YOU WILL BE EXCITED! YOUR CARPETS ARE GOING TO SMELL FRESH AND FEEL CLEAN ONCE AGAIN!*

Try, instead to emphasize the points you're making in other ways.

- *You will be **EXCITED!** Your carpets are going to smell **FRESH** and feel **CLEAN** once again!*

We offer the Best Cleaning **GUARANTEED!** Give Us a Call Today! << This is an example of a call to action found in or near a headline.

Just like Batman needs Robin, a good Headline needs a good Call to Action (CTA). A good CTA gives direction to what you want a potential client to do. I like to place my CTA near my telephone number.

Here are a few examples of Common CTAs:

- *“Give Us a Call Today!”*
- *“Call us Now for a Free....”*
- *“Find Out Why So Many Clients continue to use us, Call Today!”*
- *“Call for our No Risk Guarantee.”*
- *“Call for a Free Estimate by One of Our Cleaners”*

You want to give direction to potential clients with your CTA. The above examples are CTAs that are usually found with a telephone number. But you can also use them to encourage clients to visit your web site as well.

Once you’ve hooked your client with your headline you need to bring focus to your CTA. Using different color contrast will help.



Two Reasons Why You Have Dirty Carpet

Strong Odors? Muddy prints? Stains?
End the procrastination with our **Special Offer** on the back

Services We Proudly Provide

- Carpet Cleaning
- Upholstery & Mattress Cleaning
- Tile & Grout Cleaning

- Pet & Odor Control Specialist
- No Hidden Charges
- Safe for Family & Pets

Call Today 916-580-7053
www.eldoradohillscarpetcleaning.com

Need an Estimate? Have a Question?
We Can Help

100% SATISFACTION GUARANTEE

Speedy Steamer
Your Carpet Cleaner

www.eldoradohillscarpetcleaning.com

VISA MasterCard

Design Done By Tiffany at Eezeedesign.net

You will notice the picture is slightly busy. Try to keep your colors similar and only use two to three different font types. By creating the white background it helps for my green text to stand out. I also want to drive more traffic to my web site. I created a contrast between the green and white. Only three colors are green (different shades of it), white, and red (our logo doesn't count nor does the credit card logo). Although technically white isn't a color but shading, but that is a lesson for art class.

Sharing is Caring

- *A CTA can also be a gift*
- *“Call Right Now to Receive a FREE in Home Consultation.”*
- *“Call Right Now to Receive a FREE bottle of Spot Remover.”*

When I was building our businesses Facebook Fan page I used the technique of giving. In a matter of three months I went from 125 Facebook Fan Likes to 200. That was good for me because majority of my time online was not on Facebook. It took almost two years to get to 100 likes originally, and I am pretty sure those first 75 were from fellow carpet cleaners. Here are some examples of CTAs that I used to receive for Fans from potential clients in my service area.

- *“Don't Forget to 'Like' us to Receive Great Tips and Tricks!”*
- *“Remember to 'Like' us to be Entered into a Chance to Win. Share with Your Friends ~ Sharing is Caring”*
- *“Want to Know More? 'Like' Our Fan page to be kept in the loop!”*

The last one was a headline with our CTA blended into one. The concept of CTA is not limited to offline marketing. You can use these same tricks on your website or your social media site.

Side Bar

I have to step away from the Headlines and Call to Actions very quickly because I don't want to lose people with the Facebook Fan Page. The question may come up, “Where am I posting these Call to Actions?” That is an excellent question. I have joined a number of community groups within my city where I can advertise to my target clientele on a regular bases (stay at home moms). Some of the groups are small business groups and some of them are just groups to sell items. I also post nice flyers in these groups on weekly bases. Sometimes I drive traffic to my websites and sometimes to drive people to my Fan Page. –Okay back to Headlines and Call to Actions.

Look Here

I am not a big fan of examples, especially images of Rat Nasty carpets. I don't want my clients thinking I clean dirty houses (even if I do). However if my main clientele are properties that have seen better days I would use a before and after contrast. The below image is what I like to refer to as "Quick and Dirty." Put the two images side by side. Add a Headliner somewhere on the image, CTA if you would like, and a claim to the image (we usually use our logo on all our pictures). It is a simple trick that shocks the system and gets people to think about the condition of their carpets.

916-580-7053

Speedy Steamer
Your Carpet Cleaner

What's Your Excuse for Having
Dirty Carpet?

Speedy Steamer
Your Carpet Cleaner

www.eldoradohillscarpetcleaning.com

Design Done by Tiffany at Eezeedesign.net

Go Ahead and Play with it

Your CTA can have fun text, shapes, and lingo. Play around with different designs. Create arrows and buttons. Don't put too much text unless your marketing requires it. Like I said earlier I am always looking for new ideas and I've seen some amazing materials on the internet.

To Sum Everything Up (why didn't you just skip to this section? Because you wanted to enjoy what I wrote)!

- Your business name is not a headline!
- You can make your headline flow into your call to action
- Be Clear in all your Advertisement
- Not Necessary to have a lot of text/words
- Play with different colors and shapes and see how they interact
- Give Examples
- Make an Offer

Good Luck my Fellow Carpet Cleaners ~ May the Wand be With You

Tiffany Pluciennik

We liked Tiffany's chapter and could not figure out which parts to leave out in this sampler – so you got to read the whole thing! Be sure to check her out on the TruckMount Forum site, where she is a valued contributor. And she writes ads for other carpet cleaning companies, so you might want to contact her one day soon!

And we have another “master of power words” in the “Carpet Cleaner's Book of Unlimited Success!” She is one of our “secret weapons.” Her name is Diane Boerstler and she is listed as “Internationally Ranked Among Top 1% of Sales Generating Advertising and Copywriters.” She not only gives an exciting run through all sorts of selling phrases, she actually **gives you a link to a whole book** full of short, fiery selling ideas!

Imagine that you are one of your customers – here is just a sample of what she hands you in her chapter...

Stop Wasting Time, Energy, Effort, and Money!

Now You Can Finally Receive the Beautiful Results You Truly Desire, Guaranteed!

Just Imagine...

- * ***Dirt, Grime and Grease...Gone!***
- * ***Red Wine, Kool-Aid, Marker...Eliminated!***
- * ***Wear and Tear...Magically Restored to Perfection!***
- * ***Disgusting Stains and Pet Odors...Banished!***
- * ***Floors So Clean You Could Eat Off Them!***
- * ***Don't Replace; Restore and Save Over \$10,000***

***Now You Can Easily Experience Like-New Carpet, Tile, and Outdoor Surfaces
Without Lifting a Finger***

And You Can Walk Across Your Floors the Very Same Day!

***Amazing New Power Tool Technology Allows Us To Perfect Your Floors By
Now...***

- **Permanently Eliminating** Years of Set In Stains...***Even Those Pesky Little Black Spots***
- **Magnifying** Your Carpets **Beautiful Texture**
- **Restoring** Your Tile to Its **Original Radiant Luster**
- **Eradicating** Seemingly **Permanent Urine, Red Wine, and Fecal Matter** Stains
- **Extracting** Years of **Harmful Bacteria, Disease, and Mold** from Your Carpet Padding
- **Banishing Dust Mites, Pet Dander, Dirt, and Fleas**
- **Removing** Disgusting Odors from **Dirty Pets, Smoking, and Acrid Foods**
- **Reducing** the **Allergens** in Your Home and Breathe a Sigh of Relief
- **Renewing** High Traffic Areas to Perfection and **Erasing Years of Damage**
- **Sterilizing** Your Flooring to **Protect Your Family and Investment**

Because We Specialize in Restoring the Absolute Worst Surfaces to Virtual Perfection

And, she is just warming up! There is a whole lot more in this dynamic chapter. Diane is a world class marketer who just happened to turn her talents toward carpet cleaners. She didn't do it for us, she was showing off for customers in other professions (showing what she could do for *any* kind of company), and she left this powerhouse legacy for us! If you want more you have got to get your hands on a copy of "Carpet Cleaner's Book of Unlimited Success," so she can show you how to really "bring the heat" in all your future advertising. The only way your competitors will be able to match you is to get a copy of the book, because her kind of talent is very, very pricey (and we're sure you will agree, she is worth every penny).

And sure, we have well known figures throughout the book as well, like Jeff Bishop – possibly the most respected name in the business! And industry legend Cliff Zlotnik.

Plus Ruth Travis, Mike West and John Mosher – all past presidents of the IICRC. Rob Hanks and Gordon Hanks (President and CEO of Interlink Supply and Bridgepoint). Plus celebrity instructors including Howard Partridge, Joe Polish,

Steve Marsh, John Braun, Bruce Deloatch, Lisa Wagner, Bill Yeadon, Steve Toburen – and so many others whose names and talent make “Carpet Cleaner’s Book of Unlimited Success!” the only book of its kind. Over 50 top consultants, teachers, company heads, magazine editors and more! Even surprises from England, Canada and Australia – all combining their talents to help you become successful right now!

Also included are six more free bonus books from Howard Partridge, Joe Polish, Gary Arndts and others – all easily downloaded so you will have a complete “library of success!”

If you are ready to take your company to levels you have always wanted but had no one to show you the way, order your copy of “Carpet Cleaner’s Book of Unlimited Success!”

Do it now so you don’t forget.

